LOCAL PROGRAM LISTINGS • Week of March 26-April 1

TV GUIDE®

15¢

Gleason: TV's No. 1 Good Time Charlie

as we see it

After determining that *Strike It Rich* was not financially dishonest, a New York State Legislative committee wisely washed its hands of the controversial program. In a statement, the legislators pointed out that it was not within the Committee's province "to pass on the good taste or bad taste of a radio or television program."

The matter of judging good taste is an extremely delicate one, and under a system such as ours, is entirely up to the viewing audience to decide. It is not the business of any governmental body. No public official or group of officials, representing local, state or national government, is empowered to censor television shows or tell the viewers what they shall and shall not be free to see so long as the program is above legal reproach.

The networks and stations must, of course, exercise discretion in the public interest as well as their own. Too often their decision on whether to air a controversial program rests on only one question: will it be popular?

The networks have made their decision. The show is popular and, of course, profitable. Apparently a great number of viewers feel it is in good taste because they continue to tune it in, watch it, and enjoy it.

As a magazine that has no more right than a government agency to determine finally whether a show is fit for television, TV Guide does, however, reserve the right to speak its own editorial opinion.

Our opinion is that *Strike It Rich* is a despicable travesty on the very nature of charity. Indeed, we hope the public sickens, not only of *Strike It Rich*, but of every other television program that capitalizes on unfortunates who would be better off in the hands of reputable charities.

Contents

Vol. 2, No. 13
March 26, 1954

TV GUIDE

Week of March 26-April 1
LOCAL PROGRAM GUIDE
Opens Opposite Page 12

TELETYPES
New York 3
Hollywood 4

ARTICLES
Who's Going To Beat The Yanks?. 8
Women Drivers In Space.....12
Barbara Britton:
She's A Private Eyeful.....15
Behind The TV Scenes 18
Adventure In TV 20
In The Cast: Cliff Arquette 23

CLOSE-UP
Jackie Gleason:
TV's Good Time Charlie..... 5
(First of Three Articles)

PICTURE STORY
Familiar Gestures 10

REVIEWS
The Godfrey Shows.....13

REGIONAL RECIPES
Kansas City: Mid-America Potpie..22

COLUMN
Fine Tuning 14

Cover pictures by William Kahn.

Walter H. Annenberg, *Editor*

Merrill Panitt, *National Managing Editor*
Harold B. Clemenko, *Regional Managing Editor*
Michael J. O'Neill, *Advertising Director*
James T. Quirk, *Publisher*

TV GUIDE is published weekly by Triangle Publications, Inc., 400 N. Broad Street, Philadelphia 1, Pa. Rittenhouse 6-1600. National Advertising Office, 488 Madison Ave., New York 22, N. Y. Entered as second class matter at the Post Office at Philadelphia, Pa. Subscription Rates: In the United States 1 year $5.00, 2 years $8.00, 3 years $11.00, single copy 15c; In Canada 1 year $6.00, 2 years $10.00, 3 years $14.00; In Pan-American Countries 1 year $7.00, 2 years $12.00, 3 years $17.00; In other Foreign Countries 1 year $8.00, 2 years $14.00, 3 years $20.00. Copyright 1954 by Triangle Publications, Inc.

TV Teletype*

NEW YORK Bob Stahl reports:

Remember that spectacular Ford anniversary program last year? General Mills is dickering with CBS to buy nine one-hour time periods spread through the fall and winter with an eye to staging nine similar extravaganzas, each to cost about $60,000, covering the entire gamut of entertainment.

* * *

I Married Joan and My Little Margie, telecast opposite Godfrey and Friends on Wednesday nights, both topped GODFREY in ratings for the first time in their history. According to the latest Nielsen figures, the JOAN DAVIS show had a 39.4, compared with GODFREY's 34.4, and Margie had a 36.3, compared with GODFREY's 36. By contrast, last year's Scott Music Hall had a 13, to GODFREY's 50.

* * *

Still another two-hour spectacular program is in the works. The electric light & power companies, to celebrate their 50th anniversary, will sponsor a special one-shot, two-hour program next November to be telecast on ABC, CBS and NBC . . . The Ford Foundation has appropriated new funds for its TV-radio Workshop. That means that Omnibus will probably be revived next fall. The junior version of that show, Excursion, will probably not return.

* * *

For the first time in several seasons, WALT FRAMER's Big Payoff will not be the summer replacement this year for Comedy Hour. Right now the sponsors are talking with NBC about an hour-long summer program starring STEVE ALLEN . . . At least the best dramatic programs will continue through the warm weather. They include TV Playhouse, Kraft TV Theater, Motorola TV Hour, U.S. Steel Hour, Robert Montgomery Presents, Studio One and Video Theater.

* * *

The new ARTHUR TREACHER-ARNOLD STANG telefilm series, A Bulletin from Bertie, will go in for some current NBC program, as yet not selected; another telefilm series will replace Your Hit Parade, and Ford Theater and Foreign Intrigue, among current telefilm shows, will fill the summer with repeats of their better episodes.

* * *

Author GORE VIDAL, whose original teleplay was recently produced on Studio One, is adapting a WILLIAM FAULKNER story for Suspense . . . University of Detroit has asked DANNY THOMAS to appear in person April 30 to receive a citation as "American of the Year."

* * *

Better break out that old nostalgia kicker -- JACK BENNY and GEORGE BURNS will guest on GEORGE JESSEL's first program from Hollywood April 4 . . . Motorola TV Hour for May 4 will have a story of a suburban family under atomic attack.

**Trade-mark, Teletype Corp.*

HOLLYWOOD

Dan Jenkins reports:

As of the moment, it looks as though the home viewers will be robbed of the MARCIANO-CHARLES heavyweight title fight June 17. The Theater TV people, who can offer it to only a miniscule audience, have just about wrapped it up for themselves . . . ROBERT CUMMINGS is preparing a new film series, Phoebe, in which he'll play a newsman running an advice-to-the-lovelorn column. With 39 My Hero films still very much alive, that will make him the first performer to star in two different series.

* * *

BING CROSBY won't even talk about any TV deals until after his upcoming kidney operation, scheduled for September . . . STEVE DUNNE, a regular on CBS-TV's My Favorite Husband, plans the title role in the same network's audition kinescope of Professional Father.

* * *

ROY ROGERS recently telephoned NBC from England to tell the network the British TV people want to run his film series there. The phone call cost more than the British are willing to pay for one showing. The offer: $85 per film. Production cost: $20,000 per film . . . HAL ROACH, JR., is looking for a girl to headline a new Blondie film series.

* * *

ALAN YOUNG will make two more appearances on the Comedy Hour before the season is out . . . Dr. I. Q. replaces the Peter Potter Show on ABC starting March 28 . . . And it's just unfortunately possible that the Spike Jones Show won't be around after March 27. There's a show that's doing something different and doing it well.

* * *

One of the top TV film shows, Big Town, now in its fifth year on the air, is about to replace PAT McVEY with KENNETH TOBEY-- because of the imminent switchover to color. New leading man will have red hair . . . TV, the patronized little brother, is now producing 12 times as much film as the major movie studios. And TV continues to expand while the movie people continue to retrench.

* * *

FREBERG and BUTLER, for five years the voices behind Time For Beany, are packaging a new puppet show of their own, High Voltage . . . EL BRENDEL, cast as JOAN DAVIS' father, is now a permanent member of the I Married Joan show . . . After all the no-soap talk, Mr. and Mrs. RONALD COLMAN will make 39 Halls of Ivy films.

* * *

JIMMY DURANTE will have LIBERACE on his April 11 Comedy Hour . . . A new quarter-hour soap opera series, The Family Next Door, is in production here . . . FRANKIE LAINE is in production with his own filmed show, much of it already having been shot in Europe.

FIRST OF THREE ARTICLES

JACKIE GLEASON—
TV'S Good Time Charlie

BACK in his poorer days, Jackie Gleason had a premonition he was going to die young. "I'll probably never see 40," he would tell his friends with an attitude half morbid, half what's-the-difference. No one had reason to disbelieve the moon-faced comic because, like the movie comedy hero who learns he has 24 hours to live, Gleason always lived each day as if it were his last. Over the years he has acquired a wondering admiration from acquaintances who say, "Here is a guy who really knows how to *enjoy* himself."

CBS's prize clown and *bon vivant* is a model of excesses. His pleasure

pursuits are legend. He has always been a prize spender, even when he owned more bar tabs than dollar bills. The money never poured in fast enough for him, until he hit the jackpot recently for a fat gross of a half-million bucks a year. And even now he and Uncle Sam together are burning up the dough in incredible quantities. "I don't care how much he makes," quoth a Gleason friend of old vintage, "I'll bet he still hasn't got a quarter."

'Away we go': Jackie, however never does get far from girls on his show.

Gleason has to throw away a lot of quarters—about two million a year—to get down to his last one. But he's making a good try. He doles out $25,000 every 12 months for a plush duplex corner suite in Manhattan's Park Sheraton Hotel which serves the multiple purpose of business quarters, rehearsal hall and a joint for his many hangers-on when they're tied up in town. The suite, 2306, is marked simply "J. G. Enterprises" and is equipped with eye-filling receptionists and secretaries, which is what you'd expect from a man who hand-picked the shapeliest chorus line in TV. His own costly penthouse apartment is located overhead in the so-called "Tower" of the same West 55th St. hostelry.

He plays around with $60,000 of CBS's money every week, sometimes borrows from his own coffers when he tops the budget. Money answers all. He ran into a press agent named Harry Sobol one day and was admiring Harry's $500 French poodle. "I'm going to get one myself," said Jackie, "only it'll be an expensive one—it'll cost a *thousand* bucks."

Comic In Three Sizes

His wardrobe is in keeping with the comic's expensive tastes. His closets house at least 65 tailor-made suits (in three sizes to fit his weight fluctuations) that must be worth $12,000 alone. He's probably the only man who owns two eggshell cashmere trenchcoats ($400), a whim which some wag suggested could revolutionize the private-eye business.

His opulent TV show is a study in extravagance. Sixteen chorus girls. Seven gag writers. Two personal managers. Old friends on the payroll who can't find enough to do. Some critics have complained 16 chorines are too many, that on a TV tube the live dolls look like a row of precision marionettes. But that's the way Jackie likes it. Give 'em a lot for their money. With a true Ziegfeldian flair he hired more than 50 musicians to record his "Music for Lovers Only," then conducted the orchestra himself.

A Goat And The Grape . . .

The gregarious comic could never resist a good loud party. If he gets a sudden urge to live it up, he trumpets the Gleason Call of the Carousers: "Mmmmm, Let's have a Feee-essta!" On a recent fiesta at Toots Shor's restaurant he was accompanied by a live goat which he presented to friend Toots with the heartfelt sentiment that saloon-owner Toots looked and smelled like one. Its trainer sipped a trifle too generously of the Grape and the goat stayed the night, much to the

consternation of proprietor Shor.

In his quest for the full life, Jackie has more than a nodding acquaintanceship with John Barleycorn. But, although he can consume the hard stuff with a delight of a parched camel, he's able to bounce back the day after with a verve that demoralizes his more indisposed companions.

His love of good food is in direct proportion to his weight and dimensions. Fred Allen once said of Jackie, "If he were a cannibal, he'd eat up the whole neighborhood."

. . . And A Drape Shape

Gleason's much-publicized trips to the hospital to starve pounds off his ample frame point up his excesses. His avoirdupois fluctuates 100 pounds (175-275). "Jackie can't diet like a normal guy," says Jack Hurdle, his producer. "He has to be tied down." His dieting is done partly for health reasons, partly male vanity. Conscious of clothes, he designs his own, even insists that his tailor keep his so-called "Jackie Gleason Drape" an exclusive property.

Fat Cat In Lean Years

The lean years for Gleason far outnumber his recent days in clover. But, whatever his financial straits, Jackie always spent it like he had it. When he was plugging along in a Broadway review called "Follow the Girls" in 1945, he occupied an expensive corner suite at the Astor Hotel. Bob Christenberry, president of the Times Square emporium, was like practically every hotelman, restaurateur or barkeep the personality boy ever met: he gave Gleason all the credit he wanted. "It was always open house at 302," Christenberry remembers. "Sometimes it *was* rather embarrassing, though, when there were complaints about the noise in 302—or later, 572. You see, I was usually celebrating along with Jackie. What was I going to do, kick myself out?"

A Gleason crony recalls how Christenberry used to kid the comic, saying "Jackie, I don't mind you living on the tab here, but do you have to draw cash from the front desk?"

Up in Boston on the same club date with Jimmy Durante, Gleason, whose salary never was as rich as his tastes, decided to throw a party for the cast. After dawn broke and the hilarity died down, the bill was presented:

Stopped this time: Pat Stadelman, a secretary, autographs his cast after he broke his ankle when he fell during show.

$400. He had to wire for funds.

"If Jackie didn't know where his next meal was coming from," said a close friend, "he used to borrow $50 and end up at the Martinique and blow it in one night. That's the way he operated. Live today like tomorrow ain't comin'."

The guys — hotel managers, barkeeps, restaurant owners, friends— who helped Jackie live high when flat, must have known their man. The paid tabs are all torn up and now one of the softest touches in the business is the man Gleason himself.

—Tom O'Malley.

Next week: How Gleason treats an impulse.

Yogi Berra in spring training camp; will he be batting against Dodgers in Series?

Pennant Races in a Nutshell

Who's Going To Beat The Yanks?

By Red Smith

IF THERE are 60 million Americans with some interest in Major League baseball—this is the figure usually quoted by television announcers who do not strive to underestimate their audience—chances are no more than 58 million root against the Yankees in an ordinary summer. This year a somewhat larger group can be expected to rejoice in every misfortune that befalls the troops of Field Marshal Casey Von Stengel.

It is not that America's fans love Casey the less, but rather that they hate New York the more. Even among those who pulled hard for Stengel's team to win its fifth straight championship last year, there are thousands who now feel things have gone too far. If the American League is to preserve even the illusion of balanced competition, they believe the Yankees must be beaten, even if Baltimore has to do it.

What, then, are the chances of this coming to pass? At this writing they do not seem bright, even though Uncle George Weiss and Uncle Sam Whiskers have improved them by selling off Vic Raschi and drafting Billy Martin. The most damning indictment yet drawn against the Yankees' rivals was made by the clubs themselves when they let Raschi slip out of the American League.

Here was a pitcher who contributed

Major League TV Plans

Baseball's television fans will get varied treatment around the country. The Yankees, Giants, Dodgers, Red Sox and Cubs will telecast all home games. The Indians and Cardinals will telecast all away games. The White Sox will telecast all home games, except 21 played at night. Other clubs—Athletics, 36 home; Phillies, 28 home; Tigers, 35 home, 7 away; Reds, 26 home; Senators, 24 home, 30 away; Orioles, 26 home, 30 away. Milwaukee will have no telecast. Pittsburgh will telecast no home games, may telecast 34 games played away from home.

more victories than anybody else to the Yankees' five successful campaigns. Three times straight, he was a 21-game winner. Among all established big leaguers, he has the best record, percentage-wise. Yet when he was offered for the waiver price, not one team in the American League moved to claim him, because not one would take on his salary.

Yanks To Win Again

Obviously, if the Yankees are to be beaten, they must beat themselves. If the enemy won't do anything to encompass their defeat, it must be assumed that they'll finish first and everybody else last. Just to enjoy the familiar feeling of being wrong again, one might guess that the pack would finish in this order:

Cleveland, Chicago, Washington, Boston, Detroit, Baltimore, Philadelphia.

In the National League, the Dodgers have more aggressive opposition and, possibly, a stronger team than the Yankees. Again this spring, as last spring, there was talk in the Brooklyn training camp of employing Billy Cox as a utility man. When the world's best third baseman has no assurance of a regular job, you get some idea of the wealth of material available.

While the Yankees' rivals were talking big and doing little, the Dodgers' adversaries in Milwaukee, New York and St. Louis were making moves that promised to improve their teams.

Dodger Rivals Stronger

Bobby Thomson and Danny O'Connell should help the Braves; Willie Mays, John Antonelli and Don Liddle must help the Giants; Solly Hemus, Raschi and Tom Alston ought to do something for the Cardinals.

Nowhere in the league, though, is there a team that has, on paper, the superb balance expected of Brooklyn. Best one can do is speculate that the also-rans might run in this order:

Milwaukee, St. Louis, New York, Philadelphia, Cincinnati, Chicago, Pittsburgh.

Another World Series between the Yankees and Dodgers? It is a scarifying thought.

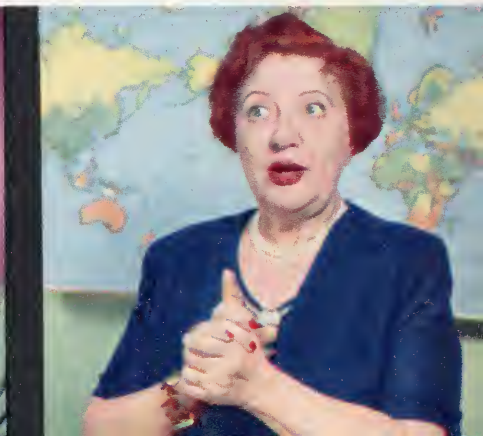
Seagram-Distillers Corporation, New York City.
Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

Familiar Gestures

Peace! Dave Garroway's signal isn't common, but just look over the other types.

TV Stars Have Them – Do You?

Ear-cupping: Red Buttons' specialty. Hand-wringing: Marion (Gurney) Lorne.



Eye-popping: It's Eddie Cantor's symbol.

Hat-tugging: Jimmy Durante never misses.

Everybody has unconscious gestures, used in moments of relaxation or boredom. They range from head-holding (common around March 15) to fingertapping and nosepulling. Television stars are no exception. Some of their gestures have become so well known as to serve as trademarks. Others are just typical of the way the rest of us act. The accompanying pictures show some of television's stars using familiar gestures. Which one is most like you?

Ear-pulling: It's Herb Shriner's habit.

Chin-tapping: Dorothy Kilgallen muses.

Face-holding: Steve Allen uses this one.

Now There Are

WOMEN DRIVERS

Even In Space

BETTY (Beryl Berney), at left above, and Gloria (Marion Brash) are the first girl graduates of Space Academy on the *Tom Corbett, Space Cadet* show, although Dr. Dale (Pat Ferris), the charmer at right in the pink space rompers, has been on the show as an atomic physicist.

In December, Gloria and Betty got their diplomas as Space Cadet auxiliaries. On their first trip, Gloria was not paying attention to the scanning board. Usual girlish reasons, of course. She had a male crew member in her sights instead, missed a piece of space junk that turned up on the scanning board, and you know what happens when you don't scan. Pow! The ship was caught in Jupiter's gravity, 2 1/2 times that of Earth, and crashed.

As they say on Jupiter: "Mxcbkl amadi vjkpwnx!"—meaning "You can't depend on those women drivers!"

Chicago Dateline

TV's Week: A 10-year record in television was racked up this month by WNBQ's Marlin Perkins. Back in 1944, Perkins carted his first batch of small animals to WBKB's pioneer studios for TV showcasing. This was the forerunner of NBC's popular *Zooparade*, which the Lincoln Park Zoo director still emcees.

Fran Allison's new panelist post on WBKB's *It's About Time* (she replaces former Quiz Kid Ruth Duskin) lends strength to the rumor that ABC is "romancing" the *Kukla, Fran and Ollie* troupe. Frannie now holds down two other roles on Channel 7—Aunt Fanny on *Breakfast Club* and hostess of *Guest House*.

Perkins

Debuts and Week's Highlights: That Garroway influence hits WBBM-TV again. Newest offering is *Rehearsal Hall*, an informal music-dancing-comedy opus with Jim Conway as easygoing emcee. Show debuts at 9:30 PM Saturday (27th). *What's Your Problem?*, formerly *Hitching Post*, moves back to the 6 PM Saturday period.

Ald. Robert Merriam continues his courageous crusade with an expose of juvenile delinquency and narcotics on Sunday's *Spotlight on Chicago* (7 PM, WGN-TV). Here's a local public service feature that deserves a better fate than being matched against two of TV's top-rated shows (*Comedy Hour* and *Ed Sullivan*). WGN-TV would be wise to timetable this hot property to better viewing advantage. It might easily become Chicago's top TV item.

F-Bar-F Ranch bows at 11 AM Saturday (27th) on WGN-TV. It will be an adventure show for kids.

Another Austin Kiplinger news show kicks off at 8:15 PM Sunday (28th) on WBKB. Blonde 'n beauteous Kay Westfall will handle commercial duties.

Chicago Symphony presents its last concert March 31 on WGN-TV. Sponsors claim fan letters tripled last year's number which probably indicates the show will be back again next fall.

Shows in the Works: Amateur photography show being prepped by WNBQ for early April. John Ott may emcee.

channels listed in program section

CHICAGO, ILL.

2 WBBM-TV (CBS)	410 N. Michigan Ave.	**7 WBKB** (ABC)	20 N. Wacker Dr.
5 WNBQ (NBC)	Merchandise Mart	**9 WGN-TV** (DuMont)	441 N. Michigan Ave.

MILWAUKEE, WIS. — **4 WTMJ-TV** (NBC) 720 E. Capitol Dr.

General and Editorial Offices: 731 South Plymouth Court, Chicago 5, Illinois
Advertising Offices: 6 North Michigan Avenue, Chicago 2, Illinois • All Phones: Wabash 2-0366

Mal Bellairs

LATEST accusation leveled at TV is that it's contributing to the downfall of tradition—at least in Chicago. Here's wha' hoppened. Students have stopped unloading their burdens of homework on broad parental shoulders. Newest fad is for the youngsters to do their mental gymnastics on TV—and cart home a fat slice of booty (bonds, typewriters, cookies, et al.). What's more, even if some poppas still get the latest geometry puzzler to solve, chances are they'll say, "Watch TV next Sunday. You'll get the CORRECT answers there."

Tradition's threat in the Windy City is a Sunday eve TV panel show (5:30 PM, WGN-TV) composed of freshmen and sophomore high school students. Each week, they amaze their elders by solving problem-puzzlers that leave most adults groping for the nearest encyclopedia. Scholastically termed *What's The Answer?*, the program pits four students against each other. Winners of each series (they're divided into 4 and 20 week cycles) can progress as high as the all-championship round, first of which will be held Sunday, April 4. This contest will match five top winners determined in the show's 2-1/2 year run.

Bidding for an audience against starch-stiff competition *(George Jessel, Roy Rogers* and *You Are There), What's The Answer?* has nevertheless won a loyal, although admittedly small, following. Its faithful sponsor has willingly footed the bills, despite low ratings—a situation almost unheard of in TV circles. This unshakable faith was rewarded recently when the show walked off with TV GUIDE's annual award for best local quiz show, which it captured for the second year in a row.

One reason for the show's position in the top-value ranks is undoubtedly its purity. Students win on merit alone, with no help from an ebullient emcee who

it may upset a

7 Play House—Kiddies
Angel Cosey emcees.
9 A To Z Of Cookery—Tips
"Soup Kettle—Fish Chawder."

10:30 **2 Strike It Rich—Quiz**
Helping Hand: Singer Claudia Pinza, doughter of opero star Ezia Pinza.
7 Pied Piper Show—Kids
Art Hern tells stories for the yaungsters.

10:55 **9 News—Steve Fentress**

11:00 **2 Valiant Lady—Serial**
Diane finds thot things are working out far her venture. Dalares Suttan.
4 What's New In Kitchens
5 Bride and Groom-Wedding
Eva Freeland marries William Magnuson, both of Indianapolis, Indiana.
7 Danny O'Neil Show
Danny, Chet Roble, Noncy Wright.
9 Ernie Simon—Four To Go
Quiz gome. (Guests are invited.)

11:15 **2 Love Of Life—Serial**
Paul orrives in Barrawsville.
5 Hawkins Falls—Serial
The battle-lines are drawn. Lona Carey on one side, the tawn an the other.

11:30 **2 Search For Tomorrow**
Ja decides she must satisfy herself as ta whether Hazel is ar is not Tate's wife.
5 Betty White Show
9 Earl Nightingale—Chats

11:45 **2 Guiding Light—Serial**
Dick tries in vain ta change Kathy's mind.
4 Let's Look At The News

11:55 **7 News—Ulmer Turner**

AFTERNOON

12:00 2 Brighter Day—Serial
Rondy, Althea, ond Potsy celebrote in Chicaga, and Altheo woits onxiausly for the autcame of her tests. Braake Bryan.
4 Bob Heiss—Interviews
5 Noontime Comics—Kids
Jahnny Caons with stories ond films.
7 Happy Pirates—Kids' Fun
Twa-tan Boker and Art Hern.
9 Hi Ladies—Interviews
Mike Dauglas emcees.

12:15 2 Luncheon With Billy
Variety with Billy Leoch.
12:25 2 Lee Phillip Show—Tips
Fashian news ond shapping hints.
12:30 2 Garry Moore—Variety
Garry dromotizes "Wamen in Sparts." Pianist Marian McPortlond guests. Song prod., "Steppin' Out with My Boby."
4 Weather—Bill Carlsen
5 Bob & Kay Show—Variety
Art Von Domme Quintet.
12:35 4 Gordon Thomas—Variety
12:45 9 Dr. Preston Bradley—Talk
Philosaphicol and tapical subjects.
12:55 7 News—Ulmer Turner
9 News—Steve Fentress
1:00 2 Double Or Nothing—Quiz
Bert Parks emcees quiz game.
5 Francois Pope—Recipes
Casserole af mixed vegetables marnay and shrimp creole.
7 Ruth Crowley—Baby Care
9 Watch To Win—Quiz
Dan Gordan ond the Stornaters.
1:15 7 The Doctor's Answer
Elizabeth Hart conducts discussian with Dr. W. W. Bauer or Dr. William Bolton
1:30 2 Linkletter's Houseparty
Art Linkletter hasts the fun. (TV GUIDE reviews the "Hause Party" next week.)
4 Beulah Donohue—Women
7 Swingalong—Musical
Jimmy Lee and The Modulotors.
9 Adventure in Learning
Discussion presented by Layala Univ.
2:00 2 Big Payoff—Quiz Game
Randy Merriman and Bess Myersan.
5 4 Kate Smith—Variety
The Four Lads, vacals; comic Al Bernie; interview with Senatar Leverett Saltonstall (R., Mass.)
7 Claude Kirchner Show
9 Paul Dixon Show—Music
Musical pantamimes with Wanda Lewis.
2:30 2 Bob Crosby—Musical
Tunes: "Laak Out the Window," "Till We Twa Are One," "Mon with the Banjo," "The Sweetheart af Sigma Chi," "Mon Is for the Womon Mode."

7 Stuart Brent—Discussion
Topics of interest to women.

2:45 7 News—Austin Kiplinger

3:00 2 Woman With A Past-Serial
Lynn is jealous over Steve's plan to spend the weekend at the Rockwells.

5 4 Welcome Travelers
Interviews with Tommy Bartlett. (Guests invited. Write Guest Relations, WNBQ.)

7 Jerry Lester Show—Variety
Jerry Lester has as his crew of regulars songstress Leni Lynn, comic singer Larry Best, vocalist Ellie Russell, and Buddy Weed and his band.

9 Commercial—Film

3:05 9 Movie Quick Quiz
Dick "Two-Ton" Baker is emcee.

3:15 2 Secret Storm—Serial
Peter, upset by loneliness, turns to drink.

3:30 2 Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited. Tickets unnecessary.)

5 4 On Your Account
Win Elliot interviews special guests.

9 Index: Information
"This Is The Life." The habits of the covetous Burtons are changed by the look on the face of a hand-made doll.

3:55 7 News—Ulmer Turner

4:00 2 Shopping With Miss Lee
Lee Phillip with shopping hints.

4 Super Circus—3 Ring Thrills

5 Pinky Lee—Variety
Pinky tackles a difficult soda-pop machine. Molly Bee, Jimmy Brown.

7 MOVIE—Feature Film

9 MOVIE—"West of the Law"
The press of a crusading editor is blown up by a gang he is trying to expose. Tim McCoy and Raymond Hutton.

4:15 2 MOVIE—"Midnight at Madame Toussaud's"—A noted explorer is dared by a friend to spend one night in the chamber of horrors at the famed London Waxworks. James Carew and Charles Oliver.

4:30 5 4 Howdy Doody—Puppets
Fun with Howdy and his friends.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
"King" Garfield and Frazer Thomas.

4 Foreman Tom—Western

5 Elmer The Elephant—Kids
John Conrad entertains children.

7 Jolly Seven Gang—Kids
Fun for the children with Joe Kelly.

9 Bob Atcher Show—Kids

5:30 2 Gene Autry Time—Film
Western adventure.

4 Sports—Lloyd Pettit

5 Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.

7 Nick Francis—Films

9 News—Leslie Monypenny

5:45 4 News—Paul Skinner

7 Bob And Ray—Satires
Bob Elliot and Ray Goulding.

9 Curbstone Cut Up—Chats
Interviews conducted by Ernie Simon.

5:55 4 Weather—Bill Carlsen

EVENING

6:00 2 Sports—Bob Elson
Interviews and sports news.

4 Blue Room—Musical

5 Weather—Clint Youle

7 News—Austin Kiplinger
National and world news report.

9 Captain Video—Adventures
Al Hodge as the Captain.

6:05 5 News—Jack Angell

7 Sports—Jack Drees
Sports news and information.

6:10 5 Sports—Joe Wilson

7 Weather—Wayne Griffin
Temperatures and predictions.

6:15 2 News—Julian Bentley

4 Pearl Islanders—Music

5 Dorsey Connors—Travel
Dorsey's guest is Josephine Dawson of the American Red Cross.

7 News—John Daly

9 Number Please-Quiz Game
Jack Brickhouse conducts.

6:20 5 Alex Dreier—Features
"Man on the Go," with news.

6:25 5 Tony Weitzel—Comments
Gossip ond interviews.

6:30 2 News—Douglas Edwards
5 4 Eddie Fisher—Musical
Tonight's theme is "Greot Songs from Great Shows." Eddie sings "Lulloby of Broodway," "Stronger in Paradise," "Moke Believe," and "All the Things You Are."

7 Stu Erwin—Comedy Drama
Stu, Joyce and Jackie decide to surprise Mrs. Erwin with a little wallpoper-and-point job. June Collyer, Ann Todd, Sheila Jomes and as the servant, Willie Best.

9 News—Spencer Allen

6:45 2 Perry Como—Musical
Tunes: "Secret Love," "Trees," "Strawberry Blonde," and "Somebody Bod Stole De Wedding Bell."

5 4 News—John C. Swayze
Caravan of news reports.

9 Chicagoland Newsreel

7:00 2 MAMA—Domestic Comedy
"Dogmor, Queen of the Golden Gate." Dogmar wears the crown of the schoolgirl queen of San Froncisco Fair until her "swelled heod" mokes it fit too tight. Peggy Wood as Mama, Robin Morgon os Dagmar.

5 4 DAVE GARROWAY SHOW
Guest is singer Patrice Munsel. (It's tough coming up with a fresh dance routine every week. See our story on Sincloir and Spaulding next week.)

7 OZZIE AND HARRIET
David's loving porents begin to fret when he isn't invited to a dance where the girls ore supposed to invite the boys. Ozzie Nelson, Horriet Hilliard.

9 STORY THEATER—Film
"Haunted Wedding."

7:30 2 TOPPER—Comedy
"Topper Runs for Moyor," only to discover that his boss is the compoign monager for his opponent. The fine but invisible hond of George Kerby figures in Cosmo's predicament. Robert Sterling, Anne Jeffreys, ond Leo G. Carroll.

4 PLAYHOUSE OF STARS
"The Edge of Bottle." During the Battle of the Bulge, an army lieutenant is trapped by an embittered GI who wonts to kill him. Ronold Reogon stors.

5 WALT'S WORKSHOP-Crafts
Walt Durbohn demonstrates.

7 PLAYHOUSE—Arlene Dahl
"The Silence." A woman who pocks a "kiss of deoth" terrifies o construction crew isolated in the Indion jungle.

Cast

Gorman ..... Rod Comeron
Ingrid ..... Carolyn Jones
Kennedy ..... James Millicon

This is the lost time thot Arlene Dohl will oppear os hostess.

9 DILEMMA—Social Problems
Paul Harvey moderates discussion.

8:00 2 PLAYHOUSE OF STARS
"The Edge of Bottle." During the Battle of the Bulge, an ormy lieutenant is trapped by on embittered GI who wants to kill him.

Cost

Lt. Paul Rondom .....Ronald Reagan
Walt Burnett .....Neville Brond
Lenny Smith .....Dan Borton

4 LIBERACE—Musical
5 BIG STORY—Drama
With only o meoger description of one member of o two-man forgery team, reporter Wolloce Beene of the Alexondrio (Lo.) *Town Talk* gets on the troil of the culprits. Kendall Clark os Beene.

7 PAUL HARTMAN SHOW
Albie is aghast to find his boss's ontique watch in Junior's bedroom. Paul Hartman, Fay Wray and Bobby Hyatt as Junior.

9 LIFE BEGINS AT 80—Quiz
Jock Barry emcees panel of oldsters, including: Fred Stein, Georgiona Carhart, Thomos Clark ond Alexondra Compbell. Footlight Favorite: Buster Keaton.

8:30 2 OUR MISS BROOKS
Principol Conklin is pretty unhappy when Wolter Denton takes a romantic interest in his doughter. Eve Arden, Gole Gordon and Dick Crenna. (See next week's TV GUIDE for story.)

5 4 TV SOUNDSTAGE-Drama
"The Test Case," by Joseph Cochran. In a small tawn in the year 1910, a yaung lawyer courts an older lawyer's daughter. He takes on a case to impress the ald man, and makes everyone unhappy, including the defendant.

7 POLITICAL SPEECHES
Park Livingstan with discussion.

9 WORLD IS YOURS—Travel

8:45 7 FOCAL POINT

9:00 2 MY FRIEND IRMA—Comedy
Irma has ta call a plumber ta retrieve Jae's ring, which she last dawn the kitchen sink. Marie Wilsan, Mary Shipp.

5 4 BOXING—New York
Gustav Schalz vs. Al Andrews, middleweights, 10 raunds.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Schalz	nat	49	0	2	17
Andrews	8	25	5	1	3

TV Sports GUIDE

(For details, see daily program listings.)

FRIDAY, MARCH 26
9:00 5 (4) Baxing—New Yark
9:45 5 Greatest Fights—Film
10:00 (4) Greatest Fights—Film

SATURDAY, MARCH 27
2:00 9 Pra Basketball
4:00 9 Handball Championship
7:30 7 Greatest Sports Thrills
8:00 7 Phillies Fights—Syracuse
8:30 9 Wrestling—Marigald

MONDAY, MARCH 29
9:00 9 Boxing—Brooklyn

TUESDAY, MARCH 30
11:00 5 Bowling—From Chicaga

WEDNESDAY, MARCH 31
9:00 2 Baxing—St. Louis
9:00 7 Wrestling—Fram Rainbo

THURSDAY, APRIL 1
11:00 2 Wrestling—Film

This is Schalz's American debut. He has been an outstanding boxer in the baxing arenas of Germany, and reparts from mony returning GI's indicate that Gustav will do very well with boxers in America. Andrews, an ex-Marine, is a fair test for the visitor. He is a busy ringman, with plenty af knawhaw, but a weak punch. So if Gustav, a sauthpaw, is easy to hit, Andrews won't make much of an impressian. Al may be giving away paundage in this bout, sa he might be at a decided disadvantage. I wan't make any selection here, as I wauld like ta see what Schalz has ta affer.

7 DANGEROUS ASSIGNMENT
9 CHANCE OF A LIFETIME
Dennis James emcees talent.

9:30 2 PERSON TO PERSON
Hast Edward R. Murrow interviews Imagene Caca at home in New Yark, and Emmett Kelly at the Hatel Belvedere, home of the circus perfarmers.

7 HOLLYWOOD OFF BEAT
9 DOWN YOU GO-Panel Quiz
Dr. Bergen Evans, Fran Coughlin, Robert Breen, Carmelita Pape, and Tani Gilman. (Guests are invited. Write WGN-TV).

9:45 4 YESTERDAY'S NEWSREEL
5 GREATEST FIGHTS—Film
Kid Gavilan vs. Walter Cartier, welterweights, December 14, 1951, in New Yark. (Fram a study af fight films, the head af the agency awning "Greatest Fights" picks the winner of the Olsan-Gavilan baut in next week's TV GUIDE.)

10:00 2 News—Fahey Flynn
4 Greatest Fights—Film
The second Lauis-Schmeling fight. June 22, 1938.

5 Weather—Clint Youle
7 Courtesy Hour—Variety
Jim Maran emcees another barn brigade with tap-natch entertainers in the "Old Red Barn." (Guests invited. Write Guest Relations, WBKB.)

9 MOVIE—'The Outlaw Gang'
A marshal is sent to round up the Daltan gang and solve the problems of the Navaja uprisings.

10:10 ⑤ Dorsey Connors—Tips
Darsey says, "Start Thinking af Easter Eggs."

10:15 ② Weather—Lee Phillip
[4] News—Paul Skinner
⑤ News—Jack Angell

10:25 ② Art Mercier—Sports Tips
Discussian far spartsmen.
[4] Weather—Bill Carlsen

10:30 ② News—John Harrington
[4] Treasury Men In Action
"Case af the Thick Skins." A furrier fails ta turn aver the luxury tax ta the gavernment. Walter Greaza as the "Chief."
⑤ Sports—Norman Barry

10:45 ② Irv Kupcinet—Comments
⑤ Herbie Mintz—Musical

11:00 ② MOVIE-'Knights For A Day'
Nelsan Keys and Nancy Burne.
[4] Captured—Film Drama
⑤ Howard Miller—Music
⑦ News—Ulmer Turner

11:05 ⑦ Weather—Chuck Bill

11:10 ⑦ Commercial

11:15 ⑦ Tom Duggan—Comments

11:30 ⑨ News—Les Nichols

11:45 ⑨ Weather—Carl Greyson

11:50 ⑨ MOVIE—Foster TV Theater
"Shadaws Of The Orient." A saciety girl is invalved with a smuggling group in Chinatawn. Regis Taamey and Sidney Blackmer. *Spansared by Faster TV.*

12:00 ② MOVIE—"The Small Back Room"—A farmer demalitian expert in the British army is called back in service ta da research an a new bamb, which has resulted in many deaths. David Farrar and Kathleen Byran. *Spansared by Bankers Life & Casualty Ca.*
[4] News—Tom Mercein
⑦ MOVIE—"My Son, My Son"
A successful navelist and his spailed san bring unhappiness ta the lives af many. Madeleine Carrall and Lauis Hayward.

12:05 **[4] MOVIE—"The Last Of The Mohicans"**—Twa daughters af an English regiment chief are captured by the Indians, wha demand death af ane and marriage af the ather. Randalph Scatt.

DUMONT · PHILCO · ZENITH · MUNTZ
MOTOROLA · RCA · EMERSON
ADMIRAL · GE · CAPEHART

TV TROUBLE?
we're as close as your phone
SERVICE TILL 11:00 P.M.
15 DISPATCH CARS
$3 SERVICE CALL
• Each Technician Has At Least 3 Years TV Experience
• Our Tubes Guaranteed 1 Year
MODERN TV
NORTH AL 2-9071 · SOUTH SE 8-3438 · WEST RO 2-1700

ALL MAKES AND MODELS SERVICED

MIDNIGHT THEATER

FRI. and SAT. 12:00 • WBBM-TV (2)

FRI.—THE SMALL BACK ROOM—British thriller about a strange new bomb.

SAT.—THE WOODEN HORSE—World War II British officers escape ingeniously from a POW camp.

see listings for fuller details

THE WHITE CROSS THEATRE
Sponsored by
BANKERS LIFE & CASUALTY CO.

MORNING

9:00 [4] Smilin' Ed McConnell
Ed tells "The Wolf Club."

⑦ MOVIE—'Fighting Through'
⑨ MOVIE—"Glory Trail"
A Confederote soldier runs into trouble with o Yonkee and excitement reigns when the Indions roid comp. Tom Keene ond Joan Barclay.

9:30 ② Rehearsal Hall—Variety
DEBUT Jim Conway emcees a voriety of entertainment including songs by Gloria Allyn ond Len Dressler, dance interpretations by Cobot and Carbo, comedy with Lorry Alexander, ond the Reheorsol Holl combo.

[4] Captain Midnight—Adv.
⑤ Industry On Parade—Film

9:45 ⑤ What's Your Trouble?
Dr. and Mrs. Normon Vincent Peole.

10:00 ② Winky Dink And You
(1) A keyhole becomes o diving suit for underwoter exploring. (2) Jock ond Winky play "Blind Man's Bluff" while the young viewers drow objects for Winky to identify. (3) The first episode in o series obout the underground men whose touch mokes wood disappear.

⑤ Francois Pope—Recipes
Strowberry rhuborb mold, fruit solod dressing, ond whole boked pork tenderloin.

⑦ [4] Space Patrol-Adventure
"The Revenge of Mr. Proteus." Mr. Proteus attempts to trop Commonder Corey and Codet Hoppy in another fiendish plon for revenge.

⑨ Junior Crossroads—Kids
Subjects of interest obout our world.

10:15 ⑨ King Calico—Kids
Puppet fun for the kiddies.

10:30 ② Rocket Rangers-Adventure
"The Plan of the Plonet H." The Rocket Rongers learn of the plon of the people of Plonet H, who live in the woter, to flood the earth and use it as a bose of operotion. (TV GUIDE's reviewer tokes an aeriol view of "Rod Brown" next week.)

[4] Space Ranger—Adventure
⑦ Adventures Of Blinkey
Fun for the youngsters.

⑨ Space Cadet—Adenture
"Spoce Stotion of Donger." Liquid compound K has seeped into the air and threotens the lives of those on the spoce stotion. Frankie Thomas, Jan Merlin, Al Morkim. ("Now there ore women drivers even in spoce." See page 12.)

10:45 ⑦ MOVIE—"Sky Racket"
An heiress oids a pilot in copturing o gang of moil plane robbers.

11:00 ② Big Top—Circus Fun
Jock Sterling presents: (1) Gautier's Steeplechase, a monkey, ponies ond dogs. (2) The Five Antaleks, perch oct. (3) Jimmy Garner & Yvonne, trompoliners. (4) The Compbells, juggling. (5) The Two Valories, tropeze artists. (6) Eric Badicton, rolypoly act.

[4] What's New In Kitchens
⑤ Here's Looking At You
Richord Willis with beouty hints.

⑨ F Bar F Ranch
"Arky the Arkonsos Woodchopper." Nature ond science films, group singing led by Arky ond accordionist Augie Klein, interviews with the kids in the oudience, ond cosh presentotions of savings account awards each week to the "Youngster of the Week." The progrom is presented in ronch-style.

11:30 ⑤ MOVIE—"Hollywood Barn Dance"—Young musicions accidentally burn the villoge church while procticing their tunes.

⑨ Draw With Me—For Kids
Jon Gnogy gives ort instruction.

11:45 [4] News
⑨ Baby Of The Week
Cormelita Pope emcees.

AFTERNOON

12:00 ② Lone Ranger—Western
"Stor Witness." A nine-yeor-old boy is sole witness to o crime. No one will believe his story until the Lone Ronger uses o clever ruse. John Hort, Joy Silverheels.

4 **Wild Bill Hickok—Western**
7 **Quizdown—Educational**
Angel Casey is quizmistress.
9 **Action Theater—Drama**

12:30 2 **Ray Rayner Show—Variety**
Music, chatter and guests.
4 **Mr. Wizard—Science**
7 **MOVIE—"Shooting Men"**

1:00 4 **Farm Program—Discussion**
Sid Mathieson, Milwaukee Caunty Agent, discusses "Mare Milk from Permonent Pastures."
5 **American Inventory**
9 **MOVIE—"Six Shootin' Sheriff"**—A sheriff prevents robbery by a gang with wham he was cannected befare his reform. Ken Maynord and Marjarie Reynalds. (Cut ta ½ haur.)

1:30 2 **MOVIE—"Shot In The Dark"**
A gongster's jealous sweetheart meddles in the sale af a night club and is respansible far the praspective buyer's murder. William Lundigan and Nan Wynn.
5 4 **Big Picture—Army Films**
Films of the Army in actian.
7 **MOVIE—Feature Film**
9 **Fun and Fashions**

1:45 9 **Cameracade—Film**
"Sparts We Seldam See."

2:00 4 **Education On Parade**
5 **Youth Wants To Know**
Guest is Harald C. McClellon, president af the Natianal Associatian of Manufacturers.
9 **Pro Basketball**
Champianship playaffs.

2:30 2 **Choose Your Career**
4 **Colonel Flack—Mystery**
Alan Mawbray stars as the Colanel.
5 **Film Shorts**

3:00 2 **Adventure—Educational**
The emergence af the mammal as the daminant farm of life an earth is discussed by Dr. Gearge Gaylord Simpson, Dr. Edwin H. Calbert, curatar of fassil amphibians, and host Charles Callingwood.
4 **Hot Shot Revue—Musical**
5 **To Be Announced**

Why WBKB Won't Televise Baseball . . .

WBKB, Channel 7, will not be televising Major League baseball games this summer. Rumors that WBKB might pick up baseball stemmed from the recent, but short-lived, telecast of an exhibition game between the Chicago White Sox and the Philadelphia Phils from Clearwater, Fla. Chicago was blacked out after the second inning when the Phils suddenly rescinded permission to continue the video coverage.

Marciano

Here's what happened: ABC-TV has a *Game of the Week* program, of which the Chicago White Sox are participants. When Sox officials asked the Phils for permission to televise their exhibition game, the Phils consented, thinking it would be seen only in Chicago. When the Phils discovered it was going network, they immediately rescinded.

Even though ABC-TV has a *Game of the Week* program, Channel 7 cannot pick up these games for Chicago. Here's why: Under the game-of-the-week plan, the Sox do not need permission of the opposing team, to televise, if the game is played at home—*but WBKB cannot carry White Sox home games because Channel 9 has exclusive rights to all Sox daytime home games.* And WBKB cannot televise any out-of-town Sox games while the Cubs are playing at Wrigley Field . . . 'nuff said?

Cuffnote: Although no official word has been released on the subject, we predict the Ezzard Charles-Rocky Marciano heavyweight title bout *will not be televised.*

3:15 7 Tom Duggan—Comments
3:30 2 Operation New Horizon
3:45 7 Adventures of Capt. Hartz
4:00 2 What In The World
Alfred Kidder is joined on the panel by Paul Wingert of Columbia and Matthew Stirling of the Smithsonian Institute. Froelich Rainey introduces the objects from remote lands.
4 Lone Ranger—Western
5 To Be Announced
7 Ramar Of The Jungle
Jon Hall stars.
9 Handball Tournament-Sport
Annual national amateur tournament.
4:30 2 Youth Takes A Stand
Teenagers quiz a guest personality.
4 Kit Carson—Western
Bill Williams and Andy Devine.
5 Nature Of Things—Science
7 Cisco Kid—Western
Duncan Renaldo and Leo Carrillo.

SEE YOUR SET REPAIRED
Bring your set to our shop....
- TUBES TESTED FREE
- ALL TUBES IN STOCK
- AUTO RADIO SERVICE
DRIVE IN REAR 9:30-5:30
- TV REPAIRS IN YOUR HOME
TILL 11 P.M.
Open 9:30 A.M.-8:30 P.M.
Sunday 11 A.M. to 3 P.M.
Call HU 9-0700
You Can Depend on . . .
FOSTER TV
2922 MILWAUKEE AVE.
See Foster TV Theater with Art Hellyer
11:50 PM Channel 9

4:45 5 Hobby Time—Crafts
Tips for the hobby horse riders.
5:00 2 True Picture—Film
"The National Borrow Show."
4 Cisco Kid—Western
Duncan Renaldo and Leo Carrillo.
5 Mr. Wizard—Science
"Highlights" is the subject of discussion by Don Herbert and Buzz Podewell.
7 Superman—Adventure
9 MOVIE—"Billy The Kid In Smoking Guns"—The Kid and his gang clean up the crooks who are killing ranchers. Buster Crabbe.
5:30 2 Film Shorts
4 Sports—Blaine Walsh
5 Jet Pilot—Air Instruction
Lt. Comdr. Bob Horder, Jerry Garvey, and George Cisor.
7 Smilin' Ed's Gang
5:45 2 Weekly News Roundup
4 News—Paul Skinner
5:55 4 Weather—Bill Carlsen

EVENING

6:00 2 Film Shorts
4 Joe Palooka—Film
5 Hollywood Showcase—Film
"Look For Tomorrow," starring Jane Greer and William Ching. A hopeful young singer with little talent falls in love with her vocal coach.
7 On Your Way—Contest
Kathy Godfrey and John Reed King.
9 MOVIE—"Rhythm of the Rio Grande"—A Texas cowhand tracks down a gang leader and proves a convicted man's innocence. Tex Ritter and Susan Dale.
6:30 2 Beat The Clock—Games
Zany stunts and "the folks of fun." Flash-photo contest. Bud Collyer.
5 4 Ethel And Albert
Peg Lynch and Alan Bunce.
7 Leave It To The Girls
Comedian Henry Morgan represents the male viewpoint. Final show of the series. In this spot next week: "The Dotty Mock Show."

7:00 ❷ JACKIE GLEASON SHOW

The big mon is bock, though still weok on one pin. He'll hove o whirl ot Joe the Bartender, o monologue on the gifts he received, ond will leod the orchestro in his new "romontic jozz" treotment of "My Blue Heaven" ond "You Con't Pull the Wool Over My Eyes." Art Corney, Audrey Meodows, The June Toylor Doncers, ond Roy Bloch ond the orchestro. (The first of three orticles on "TV's Good Time Chorlie" starts on poge 5.)

[4] DANNY THOMAS—Comedy

Donny is awed by the life and hard times of his son's teacher. Jon Cloyton joins tonight's cost olong with Jean Hogen, Rusty Homer, ond Sherry Jockson.

❺ SPIKE JONES SHOW-Variety

Spike and the cast present a musical takeoff on the foiry tole obout Rumpelstiltskin. Helen Groyco joins the troupe in their zony antics.

❼ BIG PICTURE—Films

Films of the Army in action.

❾ MOVIE—"Goin' To Town"

A visiting oil promoter inveigles Lum ond Abner to form o locol copitolized compony ond drill for oil, the result being loss of property and mortgage foreclosures. Chester Lauch ond Morris Goff.

7:30 ❺ [4] AMATEUR HOUR—Talent

Merle Josdorf, o 7-year-old novelty drummer of Newport, Kentucky, is omong the octs emceed by Ted Mack.

❼ GREATEST SPORTS THRILLS

Sporting events of the post on film.

8:00 ❷ TWO FOR THE MONEY

Hoosier humorist Herb Shriner emcees.

❺ [4] SHOW OF SHOWS

Tonight's host is actor Wendell Corey. Featured will be o new donce production, "The Woll Street Bollet." Stars Sid Coesar and Imogene Coco are joined by regulars Carl Reiner and Howard Morris, singers Sylvio Michaels ond Keith Textor, and doncers Harrison ond Holloway. Doncers Bombi Linn and Rod Alexander return.

7 PHILLIES FIGHTS—Boxing

Carmine Fiore vs. Italo Scortichini, welterweights, 10 raunds, from Syracuse.

JIMMY POWERS' RATING

	Rated	W	L	D	KOs'
Fiore	9th	44	15	5	18
Scortichini	15th	31	8	3	9

This is a rugged match. Scartichini will make it a hard fight all the way.

9 FULTON LEWIS, JR.

8:15 9 SENATOR'S REPORT—Film

Dirksan and Dauglas.

8:30 2 MY FAVORITE HUSBAND

Tonight's bout features George Cooper vs. the Rhumba. Mrs. Cooper is referee. Joan Caulfield, Barry Nelson.

9 WRESTLING—Marigold

Main event: Pat O'Connor vs. Jim Wright.
Joe Gordon vs. Roy Rogers
Jahn Gilbert vs. Ned Taylor
Jack Delaney vs. Frankie Hart
Art Bull vs. Billy Goelz
Marcel Bucet vs. Ivan Rasputin
Mike Ryan vs. Yukon Eric
Harry Creighton does his third and last pinch-hitting stint for vacationing commentator Jack Brickhouse.

8:45 7 TOM DUGGAN—Comments

9:00 2 MEDALLION THEATER

"The Alibi Kid." A prizefighter tries vainly to give his difficult younger brother every chance for a success in life.

Cast

Cully ..... Stephen McNally
Fight Manager ..... Sam Levene
Dick ..... Ben Gazzara

9:05 7 NEWS—Ulmer Turner

9:20 7 FILM SHORTS

9:30 2 FILM SHORTS

4 MOVIE—'The Lost Continent'

A rescue mission, in search of a crashed atomic plane, discovers a "lost continent."

5 YOUR HIT PARADE—Music

The natian's tap tunes of the week are presented by Dorothy Collins, Snooky Lanson, Raymond Scott's Orchestra, and Gisele MacKenzie. Extras: The dance group is featured in "The Coffee Song" and, "Rose Room." *Ca-Sponsored by Crasley TV.*

9:30 7 WHAT'S YOUR QUESTION

Art Youngquist discusses answers.

10:00 2 MOVIE—"Road To The Big House"—A bank clerk becomes money hungry and steals $200,000 from the vault. John Shelton and Ann Doran.

5 Inner Sanctum—Mystery

"Guilty Secrets," starring Ralph Santley and Mildred Dunnock.

7 MOVIE—"The French Key"

To prevent being accused af the murder of a man found dead in their hotel raam, two bays set out ta find the real killer.

10:30 5 To Be Announced

11:00 4 Boston Blackie—Drama

Kent Taylor as Blackie, with Lois Callier as Mary.

5 MOVIE—Feature Film

9 MOVIE—"Crimson Key"

When a dactor and his wife are murdered the search starts far the possessar of the key to a public locker. Kent Taylor and Doris Dowling.

11:30 2 China Smith—Adventure

"Zarana The Destroyer." China Smith (Dan Duryea) is engaged in discrediting "Zarona the Seer" but before he exposes her, a waman is killed.

4 Down You Go—Panel Quiz

Dr. Bergen Evans, Fran Caughlin, Robert Breen, Carmelita Pope, and Toni Gilman.

12:00 2 MOVIE—"The Wooden Horse"—A drama of suspense in which three British officers escape from a POW camp. Lea Genn stars. *Spansared by Bankers Life & Casualty Ca.*

4 News—Tom Mercein

A raundup of late headlines.

7 MOVIE—"When The Lights Go On Again"—The life af a Marine suffering from shellshock is told while he is enroute home. Jimmy Lydon and Barbara Belden.

12:05 4 MOVIE—"Interrupted Journey"—A man is responsible for a train crash in which a woman is killed. Valerie Hobson, Richard Todd, Christine Norden.

12:30 5 Faces In The Window

Ken Nordine narrates a tale of intrigue.

IT'S HERE *The Perfect 2nd Set for Your Home*

Most compact set ever made!

Light Enough to Carry
Take it room to room. Plugs in anywhere. So powerful it works wonderfully on its built-in aerial.

Takes Up Less Space
Front is all screen. Controls on side. Has powerful new Super Vertical circuit.

CROSLEY 17" SUPER-V

$139.95

You've never seen anything like it! Why, the whole set is no bigger than the picture tube itself. When you see how compact the Super-V is, how sleek and smart it looks, how perfectly it performs, you'll want more than one! And at this lowest-in-TV-history price, *that's a very good idea!*

PHONE WAbash 2-3250 for the NAME OF THE NEAREST CROSLEY DEALER

THE HARRY ALTER CO., Wholesale Distributors, CHICAGO

MORNING

8:30 ❼ Church In The Home
❾ The Ten Commandments
Rev. Peter Eldersweld is hast.

8:45 ❾ Religious Film
Father Keller of the Christaphers.

9:00 ❷ Lamp Unto My Feet
[4] Excursion—Educational
U. S. Treasurer Ivy Baker Priest is guest. Burgess Meredith goes alang an a tour of the U. S. Bureau af Printing and Engraving.

❾ MOVIE—"Rebellion"
Lawless bands of Americans seize haciendas af Spanish settlers in defiance of the terms af a treaty in Califarnia's early histary. Tam Keene and Rita Cansino.

9:15 ❺ Bible Time—Stories
"Jesus Heals," narrated by Marcella Hein.

9:30 ❷ Look Up and Live
Father Bertin Rall and Father Canrad discuss "Are Parents Taa Strict?"

[4] This Is The Life—Drama
A wealthy businessman encaunters trauble when warking an a neighbarhaad missian committee.

❺ The Pulpit—Religious Talk
❼ Flight Plan
Civil aeranautics pragram.

9:45 ❺ Religious Film
Father Keller of the Christophers.

0:00 ❷ This Way Up—Bible Quiz
[4] Church Services
St. Luke's Lutheran Church.

❺ Live And Learn—Discussion
Discussian by Dr. Word C. Halstead, Professar af Psychalagy and Psychiatry at the University af Chicago, an "What emotianal maturity means."

❼ MOVIE—"Son Of Monte Cristo"—The Caunt's san meets a duchess whase kingdom is being usurped by an ambitiaus renegade. Lauis Hayward.

❾ MOVIE—"Panther's Claw"
An opera star is murdered and the suspects are two wig-makers and a group of opera persanalities. Sidney Blackmer and Byran Foulger.

10:30 ❷ MOVIE—"Lord Edgeware Dies"—When Lard Edgeware is faund murdered, his wife is suspected, but her alibi is accepted.

❺ Sunday Funnies
Uncle Ned Lacke reads the comics.

11:00 [4] Art Whitfield—Comics
❺ Playhouse—Drama
"Asking far Trauble." A yaung man, running from the law, and a girl, dadging marriage ta a man she daesn't lave, accidentally meet and decide ta jain farces.

11:30 ❷ Contest Carnival—Kids
[4] Movies For Kids
❼ Faith For Today—Religious
Pastar Fagal and his family, fallawing their habby af amateur painting, show their neighbars haw nat ta get ulcers.

❾ Dick Tracy—Mystery
"Gravel Gertie," with Ralph Byrd.

11:45 [4] Hank The Handyman

AFTERNOON

12:00 ❷ News—Frank Reynolds
[4] Roy Rogers—Western
❼ Johnny Jupiter—Puppets
"The Geiger Caunter."

❾ MOVIE—"Come On Cowboys"—Three cawbays help clear an innacent party af caunterfeiting charges and find the real culprit. Bab Livingston and Ray Carrigan.

12:15 ❷ Your Future Home—Ideas
Jack Callaghan camments.

❺ Film Short

12:30 ❷ TV Garden Club
Dr. Miltan Carletan discusses "Flawering Trees and Shrubs far the Madern American Hame."

[4] Ramar Of The Jungle
"The Blue Treasure." Strange natives with blue-painted faces guide the party ta a cave af radiaactive cabalt. Jan Hall.

❺ Frontiers Of Faith-Religious
Todd Duncan, baritane, stars in a musical setting of "Ga Dawn Death," by James Weldon Johnsan. (Duncan created the rale af Pargy in "Pargy and Bess.")

7 Amateur Hour—Talent

Bab Murphy emcees. (Guests are invited ta the Civic Opera Theater. Tickets unnecessary.)

1:00 2 Theater—Film Dramas

(1) "Luckiest Guy in the World." A long time married man suddenly sees his wife thraugh anather man's eyes. Gardan Oliver, Marjorie Reynalds. (2) "Swami." A crystal gazer doesn't faresee happiness far his daughter when she falls in lave.

4 Say It With Music—Quiz

5 John Ott—Gardening

"Glorious Spring." A film illustrating same af the autward signs af the season will be shawn, in addition ta a talk on shade trees and haw ta select them.

9 MOVIE—"Haunted Trails"

A man sets aut ta revenge his brather's murder. Whip Wilsan and Andy Clyde.

1:30 4 Zoo Parade-About Animals

Haw many animals have been the subject af madern musical campasitians? R. Marlin Perkins and Jim Hurlbut will answer and give reasans.

5 American Forum—Debate

The subject, "Have college students last 'freedom af thought?'" will be debated by Repr. Danald Jackson (R., Calif.) of the Hause Un-American activities cammittee, and Harald Taylar, president af Sarah Lawrence College.

7 Wild Bill Hickok—Western

"Clase Shave." Disguising himself as an autlaw, Wild Bill jains a lawless band in arder ta bring them ta justice. Guy Madisan and Andy Devine.

1:45 4 Voters' Guide—Discussion

2:00 2 Farmtown U.S.A.—Menard

"Gaing ta the Dags" is the tapic af Gearge Menard and his guests; Capt. Will Judy, publisher af "Dog Warld," and Mrs. C. Graverman Ellis, president of the Internatianal Dag Shaw. Ten breeds af the warking dag will be shawn.

4 Paul Hartman Show

5 City Desk—Discussion

Panel discussian af Chicaga's city prablems. William Ray is maderatar.

Coffee is just a bean but—

Stewarts®

PRIVATE BLEND is an art!

$3 ACE TELEVISION

4262 MILWAUKEE AVE.
BRING IN YOUR SET AND SAVE MONEY
CHECK YOUR OWN TUBES FREE
STORE HOURS 10 AM-9 PM
SUNDAYS 11:30 AM-3 PM
7 DAY TV SERVICE—10 AM-11 PM
North, Northwest & West SPring 7-5110
Suburbs ORchard 3-8606
ALL WORK BONDED • DAY • NIGHT • SUNDAY

You Oughta See It!

HANK McCUNE Show

TV'S NEWEST SITUATION COMEDY for the whole family!

Well-meaning Hank is always in hot water, along with featured players Florence Bates and Hanley Stafford ("Daddy" of Baby Snooks fame). Fun!

2:30 SUNDAYS WBKB (7)

Presented by
BOWMAN DAIRY COMPANY
Chicagoland's Leading Dairy

7 Annie Oakley—Film
"Valley af the Shadaws." Annie helps a 12-year-old girl regain her eyesight in order to identify her father's killer.

9 MOVIE—"Baron of Arizona"
An obscure clerk in the Arizona land office spends a decade falsifying records.

2:30 2 Man Of The Week
Taday's guest is C. D. Jackson, president Eisenhower's farmer advisar an psychological warfare. Postponed from last week.

5 4 Kukla, Fran, And Ollie
Burr Tillstrom, Fran Allison, and the Kuklapalitan Troupe.

7 Hank McCune—Comedy
"The Executive Story," with Hank and Hanley Stafford. *Spansared by Bawman Dairy Ca.*

3:00 2 Juvenile Jury—Panel
Jack Barry emcees panel of mappets.

4 The Grenadiers—Musical

5 Alfred P. Sloan, Jr.—Talk
Alfred P. Slaan, Jr., Chairman af the Baard af General Matars, will be interviewed by Edward Stanley of NBC. Mr. Slaan will discuss the role of the corporation in America, the relationship of business to saciety, and the impartance of basic research.

7 Captain Midnight
"The Mysteriaus Dr. Satan," part 2.

9 MOVIE—"Second Chance"
A newly farmed team af jewel thieves hurriedly form a business partnership.

3:30 2 Tricks Of Fate—Drama

5 Zoo Parade-About Animals
R. Marlin Perkins and Jim Hurlbut will shaw how and why animals observe their awn boundaries.

7 Bob Atcher Show—Family
Western variety shaw with hast Bob Atcher and Capt. Stubby's Buccaneers.

4:00 2 Omnibus—Potpourri
"The Apallo of Bellac." Like the Braadway hit "Ondine," this play was written by Jean Giraudoux and translated by Maurice Valency. A secretary laaking for a jab meets a humaraus stranger who advises her to tell her prospective employers that they're handsome.

Cast

The man ..... Claude Dauphin
Agnes ..... Gaby Radgers
The president ..... Oscar Karlweis
Chevredent ..... Una O'Connor
Clerk .....Earl Mantgomery
Vice-president .....Francis Compton
Therese .....Doris Dalton

Repeats of highlights of earlier "Omnibus" shows. Last show of the season.

5 4 Hall Of Fame—Drama
"The Ordeal of Thomas Jeffersan." The story behind the political contraversies of Aaron Burr, Alexander Hamilton, Jahn Adams, and Thomas Jefferson over the attitude to be adopted toward the liberalism af the French revalutionists.

7 Super Circus—3 Ring Thrills
Claude Kirchner presents: (1) The Great Artura, high-wire camedy. (2) Mantes De'Oca, trampoline. (3) LeVine's, Chimps and Babaon. (4) The Three Shyrettos, cyclists. Alsa, Mary Hartline and the band. (5) The clowns, Scampy and Nicky, in "The Clown Laundry."

9 MOVIE—"Deputy Marshal"
A deputy outwits outlaws wha are trying to gain control af valuable ranch lands. Jon Hall and Frances Langford.

5:00 4 Victory At Sea—Docum.
"Melansian Nightmare." New Guinea campaign by British and U. S. troaps under Gen. MacArthur. Advance toward the Philippines

5 Meet The Press—Discussion
Secretary af Agriculture Ezra Taft Bensan is questioned by a panel including Lawrence Spivak, Geargе Bookman of *Time*, Ovid Martin of the Associated Press, and Richard Wilson of Cowles Publicatians. Ned Brooks moderates.

7 Cisco Kid—Western Film
Duncan Renaldo and Leo Carrilla.

9 MOVIE-'Too Many Women'
(Cut ta ½ hour.) Playbay son of Venezuela rubber planter arrives in New York to negotiate a huge loan, and finds trouble with a girl. Neil Hamilton.

Celeste Holm rose to stardom in *Oklahoma.*

Martin, Pinza in a scene from *South Pacific.*

Jan Clayton and John Raitt in *Carousel.*

7:00 (2) (5) (4) Rodgers & Hammerstein Show

Richard Rodgers has been turning out hits for 29 years. Teomed with Lorenz Hort in *By Jupiter, The Boys from Syracuse, A Connecticut Yankee, I Married an Angel, Jumbo,* etc. Eleven yeors ago he and Oscar Hammerstein 2nd, formed the partnership that gove Broadway *Oklahoma, Carousel, Allegro, State Fair, South Pacific, The King and I,* and *Me and Juliet.*

Oscar Hammerstein 2nd, collaborated with Otto Harbach, Rudolph Friml, Jerome Kern, Sigmund Romberg, Richard Rodgers. His great successes include: Rose *Marie, Sunny, The Desert Song, Show Boat, New Moon.* His thirty-two yeors in the theater reached its climax when in 1950 he was the corecipient with Richard Rodgers of the Pulitzer Prize for his work in *South Pacific.*

TO celebrate their 25th onniversary, the General Foods Corporation has taken over the CBS and NBC networks from 8-9:30 P.M. to present highlights from the musical productions of Richard Rodgers ond Oscar Hammerstein, 2nd. The shows to be represented in this review of eleven yeors of remarkable musical-comedy achievement ore: *Oklahoma, Carousel, Allegro, South Pacific, The King and I,* ond *Me and Juliet.*

OKLAHOMA!: Gordon MacRae, "Oh, What a Beautiful Morning."

CAROUSEL: Jan Clayton, "You're o Queer One, Julie Jordan." John Raitt ond Jan Cloyton, "If I Loved You."

ALLEGRO: Music from the dramatic story of the maturing of a young boy.

SOUTH PACIFIC: Mary Martin, "I'm in Love with a Wonderful Guy." Mary Martin and Ezio Pinza, "Some Enchonted Evening."

THE KING AND I: Yul Brynner, "A Puzzlement." Potricia Morison, "Getting to Know You."

ME AND JULIET: Tony Martin, Rosemary Clooney, "No Other Love." Tony Martin, "Big Black Giant."

FINALE: "Oklahomol," entire cast.

GUESTS: Jack Benny, Groucho Marx, Ed Sullivan, Edgar Bergen.

5:30 ② You Are There—Drama

"The Canspiracy of Catherine the Great," an June 28, 1762. Walter Cronkite will shaw reactians of the political factians involved in the averthraw of Catherine's husband Peter III, emperor of Russia.

Cast

Catherine .....Maria Riva
Peter III .....Richard Purdy
Baron Munnich .....Frederic Tozere
Chancellor Varontzav.....Philip Baurneuf
Princess Daschov .....Chris White
Elizabeth Varontzov .....Anne Hegira

[4] You Asked For It-Requests

⑤ Roy Rogers Show—Drama

"Ghost Town Gald." An old "desert rat" is found murdered in his lonely hideout after a gang af thieves has discavered that he possessed a fortune in gold coins.

⑦ George Jessel—Variety

The scene is an airliner ta Hallywoad. Guests include singer Robert Merrill, songstress Polly Bergen, and George's 12-year-ald daughter Jerilynn. Merrill offers selections fram "The Barber of Seville" and "The Marriage of Figaro." Polly Bergen joins Merrill in a duet, "Falling in Love with Someane," and Jessel sings "Califarnia, Here I Come."

⑨ What's The Answer?—Quiz

Quiz-master Mal Bellairs.

EVENING

6:00 ② Life With Father—Comedy

Mother Day hires a coachman and outfits him with a lavish uniform in order to get father to buy a horse and carriage. Lean Ames and Lurene Tuttle.

[4] Ozzie And Harriet-Comedy

⑤ Paul Winchell—Comedy

Tonight's guest is opera star Mimi Benzell. There's great confusion when Paul and Jerry begin their spring planting.

⑦ You Asked For It—Requests

Art Baker presents: (1) Scene of a hunter caught in a quagmire. (2) Calvin Gongwer and his one-man submarine. (3) Rodeo champs Smokey Chism takes the Apache horsemanship test.

⑨ MOVIE—"Cinderella Swings It"—A young girl singer gains success.

6:30 ② Private Secretary—Comedy

Complicatians arise when a 9-year-ald boy develaps a crush on Susie.

⑤ [4] Mr. Peepers—Comedy

Mr. Peepers has problems galare when twa former Army buddies arrive for an unexpected visit and demand dates. Wally Cox, Marion Lorne, and Pat Benait.

⑦ Paul Whiteman's TV Teen Club—Musical Variety

7:00 ② [4] ⑤ RODGERS-HAMMERSTEIN CALVACADE

Mary Martin will serve as mistress of ceremonies for the one-and-a-half-hour revue af Rodgers & Hammerstein musical hits. Scenes from shows will be presented just as they were staged on Broadway.

Credits

Producer-directar .....Ralph Levy
Continuity .....Samuel Taylor
Sets .....Richard Jockson
Musical conductor .....Harry Sosnik
Orchestrations .....Robert Russell Bennett

For complete details, please see page A-21.

⑦ SENATORIAL SHOWCASE

Nine Senate candidates will give qualifications for office and answer questions. Paul Harvey moderates.

⑨ SPOTLIGHT ON CHICAGO

Alderman Merriam exposes juvenile delinquency and narcotics.

7:30 ⑨ FAITH OF OUR FATHERS

Religious service af Euclid Avenue Methodist Church, Oak Park. Paul E. Turk, pastor and Amy Leslie Toskey, choir director. (Guests invited to WGN-TV.)

8:00 ⑦ WALTER WINCHELL—News

⑨ ROCKY KING-Roscoe Karns

Rocky is presented with a dead traveler, newly arrived from France.

8:15 ⑦ NEWS—Austin Kiplinger

8:30 ② MAN BEHIND THE BADGE

"The Glacier National Park Story." United States Park Rangers seek twa armed robbers in a snowy mountain hideout. The actual hera is Ranger Dave Elton.

5 4 TV PLAYHOUSE—Drama
"Native Dancer," by David Shaw. Gwen Verdon, featured dancer in "Can-Can," stars in the adventures of a dancer and her agent on an unusual route towards the lights of Broadway. Jack Warden plays Max, the agent.

7 DOCTOR I.Q.—Quiz Game
Dr. I.Q. (James McClain) and his audience-participation quizfest move to a new time and day, but retain the same popular format.

9 PLAINCLOTHESMAN-Drama
"Rural Intrigue." Story of feuding neighbors, a stranger's visit, a girl, and a cunningly planned crime. Ken Lynch stars as the unseen lieutenant.

9:00 2 THE WEB—Drama
"The Favorite." The high ideals of an oldtime boxer jolt his young son into making the most crucial decision of his career.

5 4 LORETTA YOUNG-Drama
"Son, This is Your Father." An irresponsible father returns to lure his son away from the wife he deserted years before. Loretta stars with Alan Hale, Jr., Earl Roby, Stuffy Singer, and Norman Oldstead.

7 BREAK THE BANK—Quiz
Bert Parks is emcee.

9 DOLLAR A SECOND—Quiz
Jan Murray emcees quiz game.

9:30 2 WHAT'S MY LINE?—Quiz
Moderator John Daly with Arlene Francis, Steve Allen, Dorothy Kilgallen, and Bennett Cerf.

4 TELENEWS WEEKLY

5 TO BE ANNOUNCED

7 COMMERCIAL—"Roto Magician"

9 MAN AGAINST CRIME
"Canary Yellow." Mike Barnett (Ralph Bellamy) investigates when a "murder in self-defense," and a new mink coat implicate a trusted cop in a crime.

9:45 4 NEWSROOM

7 POLITICAL SPEECH
Herbert Geisler speaks.

10:00 2 News Special

4 U.S. Steel Hour—Drama
"Welcome Home." A loyal and much loved housekeeper faces dismissal when her employers decide that the house is too big since the children are grown. Helen Hayes and Charles Ruggles.

5 Weather—Clint Youle

7 Death Valley Days—Drama
"Jim Dayton's Treasure."

9 MOVIE—"Mr. Universe"
(1st showing) A satire concerning the efforts of a promater and a sidewalk hawker who train a champion wrestler. Jack Carson and Bert Lahr.

10:10 5 Dorsey Connors—Tips
"Use Your Broiler as a Roaster."

10:15 2 MOVIE—"When Thief Meets Thief"—A "jack-of-all-thefts" goes from petty to international burglary.

5 News—Alex Dreier

10:30 5 Sports—Norm Barry

7 MOVIE—"The Creeper"
A serum is developed fram cats which, when injected inta a human, turns them into clawing murderers. Edwardo Cianelli.

11:00 4 Plainclothesman—Drama
A man's body is found in a trunk in a warehouse. Ken Lynch and Jack Orrison.

5 MOVIE—"New Orleans"
The story of jazz. The owner of a gambling house finds it more profitable to feature jazz in his establishment rather than gambling. Louis Armstrong, Arturo De Cordova, and Irene Rich.

11:15 2 News Roundup

11:30 2 To Be Announced

4 Rocky King—Roscoe Karns
A widaw who has been holding seances dies of poison. Roscoe Karns stars.

9 News—Les Nichols

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"I Cover The Waterfront"—A newspaper reporter covering the Pacific waterfront encounters murder. Claudette Colbert, Ben Lyon.

7 MOVIE—"Luck Of A Sailor"
The secret marriage af a king is revealed, and results in revolt.

MORNING

6:45 5 **Everett Mitchell—Talks**
Mitchell is host to Warren V. Waady, a Hereford breeder, who tells why he believes this caw to be best for profitable doiry forming.

7:00 2 **The Morning Show-Variety**
(Five minutes of locol news with Frank Reynolds ot 7:25 and 7:55 A.M.)

5 4 **Today-News, Interviews**
The Harlem Globetrotters oppear in o remote pickup from o proctice court. Film interviews with the winners of the Antoinette Perry Awards. (Five minutes of local news at 7:25, 7:55, 8:25, 8:55 with Len O'Connar.)

7 **Chicago Parade—Variety**
Tommy Riggs, Betty Lau, morning variety.

8:00 7 **Breakfast Club-Don McNeill**
Toastmaster McNeill and his crew broodcost from the Hotel DeLido in Miami Beoch.

8:25 2 **News—John Harrington**

8:30 2 **The Morning Show-Variety**
Walter Cronkite with news ond interviews.

8:45 9 **News—Bruce Macfarlane**
A look ot the headlines.

8:55 2 **News—Jim Conway**
Roundup of news reports.

9:00 2 **Godfrey And Friends**
Fun with all the "little Godfreys."

5 4 **Ding Dong School**
Nursery with Dr. Fronces Horwich.

7 **Beulah Karney Presents**
Interesting ploces: "Greot Britoin."

9 **Paul Fogarty—Exercises**
Paul has same "Wrist Remarks" todoy.

9:30 5 4 **One Man's Family-Serial**
Story of the Barbaur family.

7 **Pied Piper Show—Kids**
Art Hern narrotes stories and cartaans.

9 **Time For Stories**
Tino Redmond reads to youngsters.

9:45 5 4 **Three Steps To Heaven**
The three steps to Heaven came inta Poca's life in o new form. Diona Douglos as Poco, with Mark Roberts, Lori Morch, Jahn Marley, Ingo Adams, and Doris Rich.

9:55 7 **Weather—Wayne Griffin**

10:00 5 4 **Home—For Women**
Arlene Froncis, editar-in-chief.

7 **Play House—Kiddies**
Angel Casey with gomes ond stories.

9 **A To Z Of Cookery—Tips**
"Morch Cleorance—Leftovers."

10:30 2 **Strike It Rich—Quiz**
Warren Hull emcees "quiz with o heart."

7 **Studio B For Bartlett**
DEBUT Celebrity guests, experts in such subjects as fashion design, interior decoroting, and gordening, or stage, screen and video stors will jain Tommy Bartlett doily to discuss topics of interest.

10:55 9 **News—Steve Fentress**

11:00 2 **Valiant Lady—Serial**
Hope Emerson discovers Dione's disappeoronce. Noncy Colemon stors with Jimmy Kirkwood, Dolores Suttan and Lydia Reed.

4 **What's New In Kitchens**
Kitchen tips for the ladies.

5 **Bride and Groom-Wedding**
Paulo Tukochinsky of Brooklyn, N.Y., weds Jack Guro of New York City. John Nelson emcees proceedings and interviews the young couple. Music by Phil Hanna.

7 **Danny O'Neil Show**
Danny, Chet Roble, Noncy Wright.

9 **Ernie Simon—Four To Go**
Quiz contest. (Guests are invited. Write WGN-TV far tickets.)

11:15 2 **Love Of Life—Serial**
Paul orrives ot the Dole home; Vonesso's failure to oppeor worries him. Richard Coogan as Paul, with Peggy McCay as Vonessa.

5 **Hawkins Falls—Serial**
Life in o small town.

11:30 2 **Search For Tomorrow**
Irene tells Ja she reolly cares far her and far Patti. Bess Johnson os Irene, with Mory Stuart, Melba Rae, ond Larry Hoines.

5 **Betty White Show**
Music by Frank De Vol ond his orchestro.

9 **Earl Nightingale—Chats**
Talks on subjects of everydoy interest.

Two early morning shows for

. . . News, Weather and Entertainment

The Prairie Ramblers

on

CHICAGO PARADE

7-8 a.m.

Don McNeill's

BREAKFAST CLUB

8-9 a.m.

WBKB CHANNEL **7**

11:45 ② **Guiding Light—Serial**
Newspaperman Joe Roberts and his wife Meta attempt to live a quiet existence in the midst of the ever-present problems put upon them by Joe's daughter Kathy and Meta's brother Bill.
④ **Let's Look at the News**
11:55 ⑦ **News—Ulmer Turner**

AFTERNOON

12:00 ② Brighter Day—Serial
Blake, Jane, and Randy discuss Althea's tests. Bill Smith as Rev. Dennis, with Brooke Bryon as Althea Dennis.
④ **Bob Heiss—Interviews**
Talks with "the man next door."
⑤ **Noontime Comics**
Johnny Coons entertains the kiddies.
⑦ **Happy Pirates—Variety**
Two-Ton Baker with Art Hern.
⑨ **Hi Ladies—Interviews**
Mike Douglas emcees.
12:15 ② Luncheon With Billy
Variety with Billy Leach.
12:25 ② Lee Phillip Show—Tips
Conversation for the ladies.
12:30 ② Garry Moore—Variety
Garry shows what goes on in the mind of a columnist interviewing a movie star. Ken Carson and Denise Lor sing, "There's No Business Like Show Business." Three Disney artists visit Garry and show a segment of "Pinocchio" film.
④ **Weather—Bill Carlsen**
⑤ **Bob And Kay—Chatter**
Interviews, music and guests.
12:35 ④ Gordon Thomas—Variety
12:45 ⑨ Dr. Preston Bradley—Talk
Philosophy and ideas.
12:55 ⑦ News—Ulmer Turner
⑨ **News—Steve Fentress**
1:00 ② Double Or Nothing—Quiz
Bert Parks emcees quiz game.
⑤ **Francois Pope—Recipes**
Cinnamon butter cakes and french omelet.
⑦ **Ruth Crowley—Baby Care**
⑨ **Watch To Win—Quiz**
Don Gordon and the Starnoters.

1:15 ⑦ The Doctor's Answer—Talk
Elizabeth Hart conducts discussion with Dr. W. W. Bauer or William Bolton.
1:30 ② Linkletter's Houseparty
Guests, interviews, and chatter.
④ **Beulah Donohue—Tips**
⑦ **Swingalong—Musical**
Jimmy Lee and the Swingalong band.
⑨ **Let's Make a Meal**
2:00 ② Big Payoff—Quiz
Randy Merriman and Bess Myerson.
⑤ ④ **Kate Smith—Variety**
Singer Snooky Lanson, the Three Suns, the Showtimers, "Cracker Barrel" interview, and "America Sings" segment.
⑦ **Claude Kirchner—Variety**
Claude emcees variety show.
⑨ **Paul Dixon Show—Music**
Musical pantomimes with Paul, Wanda Lewis, and Sis Camp.
2:30 ② Bob Crosby—Musical
All: "From the Vine Came the Grape." Bob: "Changing Partners." Modernaires: "Camptown Races." Alan: "Watermelon in December." Bob: "I Don't Stand a Ghost of a Chance With You."
⑦ **Stuart Brent—Discussion**
2:45 ⑦ News—Austin Kiplinger
3:00 ② Woman With A Past-Serial
The news that Steve is dining at the Sherwoods upset both Peg and Diane. Gene Lyons as Steve, Anne Hegira as Peg, and Barbara Ellen Myers as Diane.
⑤ ④ **Welcome Travelers**
Tommy Bartlett interviews Chicago visitors with interesting stories to tell.
⑦ **Jerry Lester Show—Variety**
Afternoon fun for the ladies.
⑨ **Commercial—Film**
3:05 ⑨ Movie Quick Quiz—Game
Dick "Two-Ton" Baker emcees.
3:15 ② Secret Storm—Serial
Returning from a date, Susan discovers Peter's condition. Jean Mowry, Peter Hobbs.
3:30 ② Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited. Tickets unnecessary.)

5 4 On Your Account
Interviews with Win Elliot.
9 Index: Information
3:55 7 News—Ulmer Turner
4:00 2 Shopping With Miss Lee
Lee Phillip with buying hints.
4 Superman—Adventure
George Reeves stars as Clork Kent.
5 Pinky Lee-Comedy, Games
Comedy, games, and music.
7 MOVIE—Feature Film
(Cut to ½ hour.)
9 MOVIE-'Lone Rider Bandit'
4:15 2 MOVIE—"For You Alone"
A lonely young naval officer meets a country vicor and his doughter. The London Symphony. Leslie Brook and Jim Hanley. (Cut to 45 min.)
4:30 5 4 Howdy Doody—Puppets
Fun for the kiddies with Buffalo Bob Smith, Howdy, ond Clarabell Clown.
7 Garfield Goose and Friend
"King" Garfield and Frazer Thomos.
4:55 9 News—Les Nichols
5:00 2 To Be Announced
4 Foreman Tom—Western
Western stories for the kids.
5 Elmer, The Elephant—Kids
John Conrod, Elmer, and Elmiro.
7 Jolly Seven Gang—Kids
Joe Kelly and the Robot.
9 Bob Atcher Show—Kids
Western lore ond adventures.
5:30 2 Gene Autry Time—Film
Western odventure story.
4 Sports—Lloyd Pettit
5 Close-Up—Musical
Howord Miller, June Valli and the Art Von Domme Quintet.
7 Nick Francis—Films
Fun for the youngsters.
9 News—Leslie Monypenny
5:45 4 News—Paul Skinner
7 Bob and Ray—Satires
Bob Elliot and Roy Goulding.
9 Curbstone Cut Up-Chats
Ernie Simon conducts interviews.
5:55 4 Weather—Bill Carlsen

EVENING

6:00 2 Sports—Bob Elson
4 Blue Room—Music
5 Weather—Clint Youle
Today's weather report.
7 News—Austin Kiplinger
9 Captain Video—Adventures
An astrologer predicts further doom, and Rogar, the mon of tomorrow, is asked to become head of the Spoce Federation. Al Hodge stars as the Captain, with Don Hostings.
6:05 5 News—Jack Angell
7 Sports—Jack Drees
News in the world of sports.
6:10 5 Sports—Joe Wilson
Comments and sports news.
7 Weather—Wayne Griffin
Temperotures and predictions.
6:15 2 News—Julian Bentley
Evening news roundup.
4 Zeb Billings Quartet

Just like receiving 10 big issues free

when you take advantage of TV GUIDE's offer for 30 issues for just $3—that's only a dime a week!

Why not subscribe now? . . . Use the handy order form below . . .

Watch Ernie Simon on *Four To Go*, 11:00 AM and *Curbstone Cui-Up*, 5:45 PM, daily, WGN-TV.

30 weeks for only $3

TV GUIDE CG
116 W. 32nd St.
New York 1, N.Y.

3-26

Please enter my subscription to TV GUIDE at the money-saving term checked below. My remittance is enclosed.

☐ 30 weeks for $3 ☐ 2 years for $8
☐ 1 year for $5 ☐ 3 years for $11

Name_____

Address_____

City & State_____

Allow 4 weeks to start

MONDAY

5 Dorsey Connors—Travel
7 News—John Daly
9 Number Please-Quiz Game
Jack Brickhouse emcees the game.

6:20 5 Alex Dreier—Features
"Man On the Go," with news.

6:25 5 Tony Weitzel—Comments
Gossip about Our Town.

6:30 2 News—Douglas Edwards
4 Playhouse 15—Drama
"The Man Who Remembered."
5 Arthur Murray Party
Guest Audrey Meadows, of "The Honeymooners" on the "Jackie Gleason Show" has a chance to be glamorous as she sings and dances with Arthur Murray.
7 Jamie—Drama
"Spring Housecleaning." Jamie's Aunt Ella from Boston arrives earlier than expected and finds the embarrassed household in a turmoil. Brandon de Wilde is Jamie and Kathleen Comegys plays Aunt Ella.
9 News—Spencer Allen

6:45 2 Perry Como Show—Music
Tunes by Perry, the Fontane Sisters, Ray Charles Chorus, and Mitchell Ayres' orchestra.
5 4 News—John C. Swayze
9 Chicagoland Newsreel

7:00 2 BURNS & ALLEN—Comedy
Word gets out that a movie company wants to do the life of George and Gracie, and all their friends want to get into the act.
4 NAME'S THE SAME—Panel
Robert Q. Lewis with Joan Alexander, Basil Rathbone and Gene Rayburn.
5 NAME THAT TUNE—Quiz
Musical comedy-quiz show featuring Red Benson and Vicki Mills.
7 SKY KING THEATER
Kirby Grant as the sky cowboy.
9 TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with panel: Fred Van Deventer, Florence Rinard, Herb Polesie, and Bobby McGuire.

7:30 2 TALENT SCOUTS—Variety
Arthur Godfrey emcees professional talent.

5 4 CONCERT—H. Barlow

Elizabeth (Betsy) Evans, age 16, af Akran, Ohia, repeats her essay, "I Speak far Democracy," in respanse ta viewers' requests. Salaist: Mildred Miller, mezzasaprana.

Pragram

My Heart at Thy Sweet Vaice .....Miss Miller
The Lard's Prayer .....Miss Miller
Sibaney .....Miss Miller
Land af Hape and Glary .....Charus
Stars and Stripes Farever .....Orchestra
Prelude to Carmen .....Orchestra

7 TO BE ANNOUNCED

9 TV SHOWCASE—Drama

"Secret af Stambul." Stary af the canflict between the ald Turkey and the new. James Masan and Valerie Habsan.

8:00 2 I LOVE LUCY—Comedy

"Lucy's Club Dance." Ricky's prafessianal assistance daes little ta imprave an archestral renditian af "Twelfth Street Rag" when Lucy and her friends rehearse far their club dance. Lucille Ball, Desi Arnaz.

4 BISHOP FULTON J. SHEEN

Philosaphical abservatians an humanity.

5 DENNIS DAY—Comedy

Charlie makes news with a sang entitled "Everything Is Tidy in Mount Idy." Pastpaned fram last week. (On page 23, Cliff Arquette explains he likes Charley Weaver because Charley takes it easy.)

7 MOVIE—Feature Film

9 REPORT FROM CHICAGO

8:30 2 RED BUTTONS—Comedy

Camedy skits with Red and sangs by Betty Ann Grave.

5 4 ROBERT MONTGOMERY

"My Little Girl." A reparter feels he has raised his daughter carefully, but one day he cames to daubt the faith he has in her integrity.

Cast

Milt Burney .....James Dunn
Sadie .....Calette Lyans
Ja-Ellin .....Lee Remick
Jahnny .....William Lundmark
The other girl .....Daryle Grimes

9 SPORTSMAN'S CLUB—Talk

"Pond Fishing for Blue Gills and Bass Surf Fishing for Stripers."

9:00 2 STUDIO ONE—Drama

"Poul's Aportment." Writer Jim Colten marries the beauteous Mandarin Jones, only to discover that she is more interested in the contents of the aportment thot he sublets from o friend, thon in her marriage to him. Mystery thriller.

Cast

Mandarin Jones ..... Evo Gobor
Jim ..... Richard Kiley
Ed ..... Herbert Nelson
Ty ..... Peter Ostroff
Max ..... Dovid White
Patty ..... Lynne Rogers
Helen ..... Irene Vernon
Sneider ..... Fronk Daly

7 DREW PEARSON—News

Woshington merry-go-round.

9 BOXING—Brooklyn

Don Bucceroni vs. Tom Jackson, heovyweights, 10 rounds.

JIMMY POWERS' RATING

	Roted	W	L	D	KO's
Bucceroni	3rd	46	3	0	30
Jockson	10th	19	1	0	4

This is a bigtime motch for the Mondoy night show. It pairs two top-ranking contenders for Rocky Morciono's crown. Bucceroni has been a TV competitor for a number of years, while Jockson hos recently come into his own with victories over Rex Loyne and Clorence Henry. Jockson is o novice with limited experience, relying mostly on a will to win ond good condition. He sets a fast poce, mighty hord for the overoge heovyweight to follow. He isn't much of a puncher. Usually he weors down the opposition with a steady attack to body ond heod. Bucceroni has foced all topnotch opposition. He previously faced an opponent somewhat like Jockson, when he was motched with Bob Murphy earlier in his coreer. Don was stopped in the fifth, but it must be remembered thot Murphy punched a bit horder thon Jockson. I look for Dan to win, and I won't be too surprised if he does it by a knockout.

9:15 7 POLITICAL SPEECH

Louis B. Nelson speaks.

9:30 4 WHO SAID THAT?

Ponel regulars include June Lockhort, Morey Amsterdam, and H. V. Kaltenborn, who attempt to recognize famous quotes.

5 TV PLAYHOUSE—Film

"Mr. Greentree ond Friend." A runoway cornivol lion seeks refuge ot the home of a lonely professor in a smoll college town. When the professor decides to keep him, the neighbors are scandalized. Hons Conreid stars.

7 RACKET SQUAD—Drama

"Stoff of Life," story of a farm swindle, featuring Reed Hodley in the role of Coptoin Braddock.

9:45 9 SPORTS—Arch Ward

10:00 2 News—Fahey Flynn

4 Industry On Parade

Films of our factories in action.

5 Weather—Clint Youle

7 City Assignment—Film

"Pot of Gold."

9 MOVIE—"Impact"

When on industrialist escapes his wife's plan to kill him, he ossumes another identity in o smoll town. Brion Donlevy, Ella Roines ond Chorles Coburn.

10:10 5 Dorsey Connors—Ideas

Simplify your spring cleaning.

10:15 2 Weather—Lee Phillip

4 News—Paul Skinner

KOOLVENT

FIGHT AT 9:00 TONIGHT

Keep Score With Ed Pazdur On WGN-TV, See Listings.

NAME	1	2	3	4	5	6	7	8	9	10

5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips

Discussion for sportsmen.

4 Weather—Bill Carlsen

10:30 2 News—John Harrington

4 Big Story—Drama

Story of reporter Sidney M. Cavanaugh of the Binghamton (N.Y.) *Press*, who posed as an investor to trap a pair of swindlers.

5 Sports—Norman Barry

Discussion on local events.

7 Something New

10:45 2 Irv Kupcinet—Comments

Gossip and interviews.

5 Herbie Mintz—Musical

Melodies, old and new.

7 Commercial—"Roto Magician"

11:00 2 MOVIE—"Candles At Nine"

A lovely girl faces terror and death in the ghostly mansion she inherits from a murdered uncle. Jessie Matthews and John Stuart.

4 Big Town—Drama

Newspaper drama surrounding the "Illustrated Press," starring Pat McVey and Beverly Tyler.

5 Chicago Crossroads

Interviews with Dorothy & Tony Weitzel.

7 News—Ulmer Turner

11:05 7 Weather—Chuck Bill

11:10 7 Commercial

11:15 7 Guest House—Variety

Interviews, guests, and chatter.

11:30 4 Tom Mercein Show

Music and variety.

9 News—Les Nichols

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"Dusty Ermine"

A skillful forger returns from prison to the home of his brother, a noted high court barrister. Ronald Squire and Jane Baxter.

4 News—Tom Mercein

7 MOVIE—"Amateur Crook"

A man descends from the social register to the money-lenders "sucker list." Bruce Bennett and Joan Barclay.

on TV tonight

"CHICAGO CROSSROADS"

with

Tony and Dorothy Weitzel

every Monday

• 11:00 pm •

. . . . . presented by . . . . .

M. J. McCARTHY
MOTOR SALES

. . . . . .

WNBQ channel 5

NBC TELEVISION

MORNING

6:45 5 **Everett Mitchell—Talks**

7:00 2 **The Morning Show-Variety**
Walter Cronkite with Bil and Cora Baird and their marionettes. (Local news with Frank Reynolds at 7:25 and 7:55 A.M.)

5 4 **Today-News, Interviews**
William Buckley, author of "God and Man at Yale," discusses his new book, "McCarthy and His Enemies." (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

7 **Chicago Parade—Variety**
Tommy Riggs, Betty Lou, morning variety.

8:00 7 **Breakfast Club-Don McNeill**
Don, Fran Allison and the gang are in Miami, Florida's Hotel DeLido.

8:25 2 **News—John Harrington**

8:30 2 **The Morning Show-Variety**

8:45 9 **News—Bruce Macfarlane**

8:55 2 **News—Jim Conway**

9:00 2 **Godfrey And Friends**
Fun with the "little Godfreys."

5 4 **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

7 **Beulah Karney Presents**
Building your home: "How to get your home loan."

9 **Paul Fogarty—Exercises**
"One Chin's Plenty," is Paul's advice.

9:30 5 4 **One Man's Family-Serial**

7 **Pied Piper Show—Kids**
Art Hern narrates cartoons.

9 **Time For Stories**
Tina Redmond reads to youngsters.

9:45 5 4 **Three Steps To Heaven**
If Poco listens to the advice of Vince Bannister, she may refrain from telling Bill that he is her former husband.

9:55 7 **Weather—Wayne Griffin**

10:00 5 4 **Home—For Women**
Burr Tillstrom, Kukla, and Ollie will be special guests of the "Home" editors.

7 **Play House—Kiddies**
Angel Casey emcees.

9 **A To Z Of Cookery—Tips**
"Spring Luncheon."

10:30 2 **Strike It Rich—Quiz**
Warren Hull emcees "quiz with a heart."

7 **Studio B For Bartlett**
Tommy Bartlett and a guest celebrity will discuss topics of interest.

10:55 9 **News—Steve Fentress**

11:00 2 **Valiant Lady—Serial**
A dejected Diane returns. Dolores Sutton.

4 **What's New In Kitchens**

5 **Bride And Groom-Wedding**
Anna Andrews marries Jack Streitelneier. Both are students at Miami U., in Oxford, Ohio.

7 **Danny O'Neil—Variety**
Danny, Chet Roble, Nancy Wright.

9 **Ernie Simon—Four To Go**
Quiz game. (Guests are invited.)

11:15 2 **Love Of Life—Serial**
Hal Craig attempts to strike a bargain with Van. Steven Gethers, Peggy McCay.

5 **Hawkins Falls—Serial**
Story of life in a small town.

11:30 2 **Search For Tomorrow**
At the hospital Hazel puts on an act for Jo, Tate, and Walsh. Mary Patton.

5 **Betty White Show**
Music by Frank De Vol's orchestra.

9 **Earl Nightingale—Chats**

11:45 2 **Guiding Light—Serial**

4 **Let's Look At The News**

11:55 7 **News—Ulmer Turner**

AFTERNOON

12:00 2 **Brighter Day—Serial**
Franny and Ida Mae prepare for a church supper. Mary Michael as Franny.

4 **Bob Heiss—Interviews**

5 **Noontime Comics—Kids**
Johnny Coons entertains the kids.

7 **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

9 **Hi Ladies—Interview**
Mike Douglas emcees.

12:15 2 **Luncheon With Billy**
Variety with Billy Leach.

12:25 2 **Lee Phillip Show—Tips**

12:30 2 **Garry Moore—Variety**
Garry gives men "beauty tips." Ivan Sanderson and a new wild animal. Garry joins Yank Lawson, trumpeter, and Lou McGarrity, trombonist, in a jam session.

4 **Weather—Bill Carlsen**
5 **Bob And Kay—Chatter**

12:35 4 **Gordon Thomas—Variety**

12:45 9 **Dr. Preston Bradley—Talk**
Philosophicol ond topicol subjects.

12:55 7 **News—Ulmer Turner**
9 **News—Steve Fentress**

1:00 5 **Francois Pope—Recipes**
Fricassee of chicken with dumplings and steussel top coffee cake.
7 **Ruth Crowley—Baby Care**
9 **Watch To Win—Quiz**
Don Gardan emcees.

1:15 7 **The Doctor's Answer—Talks**
Elizabeth Hart conducts discussion.

1:30 2 **Linkletter's Houseparty**
4 **Beulah Donohue—Tips**
7 **Swingalong—Musical**
Shirley Scott and the Madulotors.
9 **The Sewing School**
Conducted by Lee Vanderhye.

1:45 7 **Commercial—"Roto Magician"**

2:00 2 **Big Payoff—Quiz Game**
Rondy Merrimon and Bess Myerson.
5 4 **Kate Smith—Variety**
Bill Hoyes, comic Georgie Kaye, and the Cracker Borrel.
7 **Claude Kirchner—Variety**
9 **Paul Dixon Show—Music**
Musical pantomimes.

2:30 2 **Bob Crosby—Musical**
Tunes: "Dorktown Strutters Ball," "Bell Bottam Blues," "Wanted," "Blind Dote," ond "Home on the Ronge."
7 **Stuart Brent—Discussion**

2:45 7 **News—Austin Kiplinger**

3:00 2 **Woman With A Past-Serial**
Lynn gets odvice from Dr. Pete.
5 4 **Welcome Travelers**
Tommy Bortlett interviews Chicogo visitors. (Guests invited. Write Guest Relotions, WNBQ, Chicoga.)
7 **Jerry Lester Show—Variety**
Today Jerry and his crew offer o speciol solute to Wolt Disney. The cost will sing many of the tunes from Disney movies and segments of many Disney films will be feotured.
9 **Movie Quick Quiz**
Dick "Two-Ton" Baker emcees.

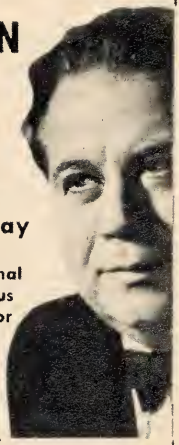
3:15 2 **Secret Storm—Serial**
Bort Kenwoy poys Pauline o mock condolence coll. Haila Stoddord.

3:30 2 **Petticoat Party—Games**
Frazer Thomos emcees the fun. (Guests ore invited. Tickets unnecessory.)
5 4 **On Your Account**
Win Elliot interviews.
9 **Index: Information**
"The Big Picture."

3:55 7 **News—Ulmer Turner**

4:00 2 **Shopping With Miss Lee**
4 **Gretchen Colnik—Tips**
5 **Pinky Lee-Comedy, Games**
Comedy, voriety and music.
7 **MOVIE—Feature Film**
(Cut to ½ hour.)
9 **MOVIE—"Lone Rider Ambushed"**—The Lone Rider ottempts to learn where o "houl" is hidden.

DR. PRESTON BRADLEY



12:45 P.M.
Monday thru Friday

Interesting, inspirational chats with the famous lecturer and counselor

with
RON TERRY

Sponsored by Py-O-My

WGN-TV Channel 9

Baseball: 1954

I PICK THESE TEAMS . . .

By John Harrington
(WBBM-TV Sportscaster)

WE pick Milwaukee and Cleveland to win the major league pennants.

I believe that Cleveland's perennial runner-ups have been strengthened considerably. They acquired veteran outfielder Dave Philley from the Athletics without yielding any proven players.

I also feel that their defense has been tightened by catcher Mickey Grasso, and first baseman Rocky Nelson.

And Cleveland's pitching staff—with veterans like Mike Garcia, Bob Lemon, Early Wynn and Bob Feller, is well "aged in the wood."

Cleveland is not a great club. But it looks sound enough to go all the way.

It is also my belief that Charlie Grimm's Milwaukee Braves will be able to win the National League flag. The acquisition of Bobby Thomson and Danny O'Connell figures to give Milwaukee the needed extra punch.

The Braves had the best pitching in the league last year. It could be as good this year, even minus Johnny Antonelli.

Youth—punch—and pitching are three ingredients that cannot be denied. Grimm has all three.

AS HARRINGTON SEES THEM:

NATIONAL LEAGUE	AMERICAN LEAGUE
1. Milwaukee	1. Cleveland
2. Brooklyn	2. New York
3. St. Louis	3. Boston
4. Philadelphia	4. Chicago
5. New York	5. Washington
6. Cincinnati	6. Detroit
7. Chicago	7. Baltimore
8. Pittsburgh	8. Philadelphia

TUESDAY

9 Number Please-Quiz Game
Jack Brickhouse emcees the game.

6:20 5 Alex Dreier—Features

6:25 5 Tony Weitzel—Comments

6:30 2 News—Douglas Edwards

5 4 Dinah Shore—Musical
Eoster show. Dinah sings "Easter Porode."

7 Cavalcade Of America
"Escope." Carl Schurz narrowly escapes o Prussion firing squod, ond comes to Americo to continue his fight for freedom.

Cast

Carl Schurz .....David Alpert
Johonn .....Dobbs Greer
Neustaedter .....Lowrence Ryle

9 News—Spencer Allen

6:45 2 Jo Stafford Show—Music
Tonight's songs include "If I Were o Bell," "Secret Love," "At Sundown."

5 4 News—John C. Swayze

9 Chicagoland Newsreel

7:00 2 GENE AUTRY—Drama
"Rio Renegodes." Gene accidentally rides into on odventure involving on ex-convict, o gold strike, ond o gong of burglars.

5 4 MILTON BERLE—Comedy
In honor of the opening of the racing seoson in New York, Milton becomes the owner of o rocehorse. Max, Froncis, Charlie Applewhite, ond o couple of dubious choracters help him to prepare for a big roce.

7 STU ERWIN—Comedy
Comedy with Stu, June Collyer.

9 BISHOP FULTON J. SHEEN
Philosophic observotions on mon ond his role in the universe. *Sponsored by Admirol Corp.*

7:30 2 RED SKELTON—Comedy
Guest: blonde doncer Sheree North.

7 OF MANY THINGS
Guest: Eddie Bracken. "Comedy and Comedians—Old ond New," is topic.

9 PANTOMIME QUIZ—Game
Mike Stokey emcees. Cliff Norton reploces John Barrymore, Jr. os a member of the regular male panel. Peter Donold is back os a ponel regulor, with Jerry Lester Dorothy Hort, and Jackie Cooper.

4:15 ❷ **MOVIE—"Stage Door Canteen"**—In the canteen in New York three saldiers fall in love. Lon McAllister. (Cut ta 45 min.)
[4] **Museum Explorer—Exhibits**
4:30 ❺ [4] **Howdy Doody—Puppets**
Clarabelle the Clawn amuses kiddies.
❼ **Garfield Goose and Friend**
"King" Garfield and Frazer Thomas.
4:55 ❾ **News—Les Nichols**
5:00 ❷ **To Be Announced**
[4] **Foreman Tom—Western**
❺ **Elmer The Elephant—Kids**
Jahn Conrad and the elephant.
❼ **Jolly Seven Gang—Kids**
Jae Kelly with cartoans.
❾ **Bob Atcher Show—Kids**
5:30 ❷ **Gene Autry Time—Film**
[4] **Sports—Blaine Walsh**
❺ **Close-Up—Musical**
Haward Miller, June Valli, and the Art Van Damme Quintet.
❼ **Nick Francis—Films**
Short movies and cartoans.
❾ **News—Leslie Monypenny**
5:45 [4] **News—Paul Skinner**
❼ **Bob and Ray—Satires**
Bob Elliot, Ray Gaulding.
❾ **Curbstone Cut Up—Chats**
Ernie Siman conducts interviews.
5:55 [4] **Weather—Bill Carlsen**

EVENING

6:00 ❷ **Sports—Bob Elson**
[4] **Blue Room—Musical**
❺ **Weather—Clint Youle**
❼ **News—Austin Kiplinger**
❾ **Captain Video—Adventures**
Al Hadge stars as the Captain.
6:05 ❺ **News—Jack Angell**
❼ **Sports—Jack Drees**
6:10 ❺ **Sports—Joe Wilson**
❼ **Weather—Wayne Griffin**
6:15 ❷ **News—Julian Bentley**
[4] **Tommy Sheridan—Musical**
❺ **Dorsey Connors—Travel**
Dorsey interviews Dauglas Cole, Counsel General of Canada.
❼ **News—John Daly**

Admiral
presents
television's outstanding personality of the year
Bishop Fulton J. Sheen

"Life is worth Living"
WGN-TV (9)
TUESDAY
7:00 PM CST

In TV GUIDE for April 2 . . .
Why Miss Brooks Can't Get Her Man

Exclusive picture:
"Inner Sanctum's" Creaking Door
"The Gleason Story"—Part 2

• • • • ON SALE WEDNESDAY • • • •

TUESDAY · 8:30 PM
THE EXCITING NEW
U. S. STEEL HOUR
"THE LAST NOTCH"
An action-packed drama of the Old West in the great tradition of "High Noon" and "Shane"!
CHANNEL 7
Produced by the Theatre Guild

don't miss
BADGE 714
FORMERLY "DRAGNET"
starring
Jack Webb
WGN-TV (9) TUES 8 P.M.
SPONSORED BY THE
CHICAGO MOTOR CLUB

TONIGHT! 10 P. M.
"The Life of Riley"

starring
WILLIAM BENDIX
WBKB (Channel 7)
HFC HOUSEHOLD FINANCE Corporation

TUESDAY

8:00 ② MEET MILLIE—Comedy

Eleno Verdugo ond Florence Halop.

⑤ [4] FIRESIDE THEATER—Drama

"The Relentless Weovers." A brilliant young scientist grows impotient with the slow progress of his coreer ond hotches o diobolicol plot.

Cast

Tom Corleton .....Alon Wells
Ray Corleton .....Grondon Rhodes
Wolter Lindole .....John Lupton

⑦ DANNY THOMAS—Variety

Donny's porental lecture on the virtues of shoring with others brings unexpected results for the Willioms fomily.

⑨ BADGE 714—Drama

"The Big Run." A man is picked up for breoking into o drug store, but octuolly he is a drug addict rother thon a safe crocker os believed by police. Jack Webb.

Sponsored by Chicago Motor Club.

8:30 ② SUSPENSE—Drama

"Torment," storring Luise Roiner. A wife tries to save her husbond, who has been condemned to on Iron Curtoin firing squod. Mortin Kosleck stors os Hogen.

⑤ [4] CIRCLE THEATER—Drama

"The Militory Heart." An Army Colonel must decide whether to send his closest friend into whot may be certoin deoth or endonger the lives of mony men in on overcrowded hospitol.

Cost

Col. Sam Bowers ..... Sidney Blockmer
Copt. Alon Dovis ..... Lawrence Hugo
Mrs. Bowers ..... Horriet MocGibbon

⑦ U.S. STEEL HOUR—Drama

"The Lost Notch." A western gun-fighter ottempts to submerge his bloody post by chonging his nome and becoming o country storekeeper.

Cost

Vinnie Horold ..... Richord Joeckel
George Temple ..... Jeff Morrow
Doro Temple ..... Louiso Horton
Brion Ford .....John McQuode
Dink Wells .....Horry Bellover
Taylor Swope .....Royol Dono
Horvey Moxwell .....John Kellogg

Sponsored by U. S. Steel Corp.

9 CASES OF EDDIE DRAKE
"The Man Who is Nobody." Don Haggerty as Eddie Drake.

9:00 2 DANGER—Mystery
"The Little Woman." A little girl finds herself in a dangerous corner with no means of escape.
5 4 JUDGE FOR YOURSELF
Fred Allen interviews panelists who judge new songs by professional composers. Tunes are performed by Bob Carroll, Judy Johnson, and the Skylarks.
9 48TH STREET THEATER
"House of Shadows."

9:30 2 SEE IT NOW—News
Edward R. Murrow presents on-the-spot films, interviews, and commentary.
4 TRIANGLE THEATER—Drama
5 MR. & MRS. NORTH
"Homicide Limited." A beautiful blonde is murdered on a train going from New York to Florida. Pam and Jerry attempt to solve the crime before the train reaches its destination. Richard Denning, Barbara Britton. (Cheesecake paid off for Barbara Brantingham, see page 15.)
7 NAME'S THE SAME—Panel
Robert Q. Lewis with Joan Alexander, Basil Rathbone, Gene Rayburn.
9 I LED THREE LIVES—Film
Herb Philbrick (Richard Carlson) waits outside the gate of a plant to identify a "comrade." *Sponsored by Chicago Motor Club.*

10:00 2 News—Fahey Flynn
4 Match Your Wits—Quiz
5 Weather—Clint Youle
7 Life Of Riley—Comedy
"Riley Teaches Junior Boxing." When Junior (Wesley Morgan) comes home with a black eye, Chester sets out to teach him the manly arts of self defense. William Bendix and Marjorie Reynolds. *Sponsored by Household Finance Corp.*
9 MOVIE—"My Outlaw Brother"—Texas Ranger stalks a killer, whose true identity is not suspected by a visiting brother. Mickey Rooney, Wanda Hendrix.

10:10 5 Dorsey Connors—Ideas
Dorsey suggests "Let's Make an Easter Bunny."
10:15 2 Weather—Lee Phillip
A look at the charts.
4 News—Paul Skinner
5 News—Jack Angell
10:25 2 Art Mercier—Sports Tips
Advice for sportsmen.
4 Weather—Bill Carlsen
10:30 2 News—John Harrington
4 Fireside Theater—Drama
5 Sports—Norman Barry
7 The Visitor—Drama
"Time to Kill." Drama concerning the conflicts and determination on the part of an ambitious student to see justice done. Conrad Janis and Carmen Matthews.
10:45 2 Irv Kupcinet—Comments
5 Herbie Mintz—Musical
Old-time musical favorites.
11:00 2 MOVIE—"Susie Steps Out"
A teen-ager, worried about family finances, goes to work in a night club and the outcome is hilarious. Nita Hunter, David Bruce.
4 City Detective—Drama
5 Bowling—From Chicago
June Kristof (who recently upset Ladewig) vs. Catherine Sellmith.
7 News—Ulmer Turner
The latest in the news reports.
11:05 7 Weather—Chuck Bill
11:10 7 Commercial
11:15 7 Tom Duggan—Comments
11:30 4 Dollar A Second—Quiz
Jan Murray emcees quiz game.
9 News—Les Nichols
11:45 9 Weather—Carl Greyson
12:00 2 MOVIE—"Mystic Circle"
A crystal gazing fakir lures two girls to distant lands through the spell he casts over them. Betty Compson, Robert Fiske.
4 News—Tom Mercein
7 MOVIE—"Murder At Dawn"
Mischa Auer stars.
12:05 4 Sports Showcase
12:20 4 Wrestling—Film

MORNING

6:45 5 **Everett Mitchell—Talks**

7:00 2 **The Morning Show-Variety**
Walter Cronkite and Bil & Cora Baird and their marionettes. (Five minutes of local news with Frank Reynolds at 7:25 and 7:55 A.M.)

5 4 **Today—News, Interviews**
Fashion showing of spring shoes and stockings. Dave Garroway hosts. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

7 **Chicago Parade—Variety**
Music, news, weather, and time.

8:00 7 **Breakfast Club-Don McNeill**
The gang is at the Hotel De Lido in Miami Beach.

8:25 2 **News—John Harrington**

8:30 2 **The Morning Show-Variety**

8:45 9 **News—Bruce Macfarlane**

8:55 2 **News—Jim Conway**

9:00 2 **Godfrey And Friends**
Fun with all the "little Godfreys."

5 4 **Ding Dong School**
Nursery with Dr. Frances Horwich.

7 **Beulah Karney Presents**

9 **Paul Fogarty—Exercises**
"Roll, Roll, Roll," is today's exercise.

9:30 5 4 **One Man's Family-Serial**

7 **Pied Piper Show—Kids**
Art Hern narrates cartoons.

9 **Time For Stories**
Tina Redmond reads to youngsters.

9:45 5 4 **Three Steps To Heaven**
Vince plots to keep Poco and Bill apart.

9:55 7 **Weather—Wayne Griffin**

10:00 5 4 **Home—For Women**
"Home" travels to Washington, D.C., to broadcast its first color show from under the cherry blossoms. The Japanese Embassy is represented by girls in authentic costume. Fashion models with military escort stand about the basin. There is a preview of the Mayflower Hotel spring fashion show. Outdoor picnics and the care of cherry trees are demonstrated. After filmed aerial view of Washington's slums, Arlene Francis shows the scale models of plans for slum clearance.

7 **Play House—Kiddies**
Angel Casey is hostess.

9 **A To Z Of Cookery—Tips**
"New England—Codfish."

10:30 2 **Strike It Rich—Quiz**
Warren Hull emcees.

7 **Studio B For Bartlett**
Tommy Bartlett and guest personalities discuss topics of interest.

10:55 9 **News—Steve Fentress**

11:00 2 **Valiant Lady—Serial**

4 **What's New In Kitchens**

5 **Bride and Groom-Wedding**
Shirley Carney marries Wesley Lay, both of New York, New York.

7 **Danny O'Neil—Variety**
Music by Chet Roble and Nancy Wright.

9 **Ernie Simon—Four To Go**
Quiz game. (Guests are invited. Write WGN-TV for tickets.)

11:15 2 **Love Of Life—Serial**
Hamilton Brown learns that Kevin is aware of his shady dealings with Hal.

5 **Hawkins Falls—Serial**

11:30 2 **Search For Tomorrow**
There is a suspicious flaw in Hazel's story. Mary Patton as Hazel.

5 **Betty White Show**

9 **Earl Nightingale—Chats**

11:45 2 **Guiding Light—Serial**

4 **Let's Look At The News**

11:55 7 **News—Ulmer Turner**

AFTERNOON

12:00 2 **Brighter Day—Serial**
Papa, Grayling have another discussion.

4 **Bob Heiss—Interviews**

5 **Noontime Comics—Kids**
Johnny Coons entertains the kids.

7 **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

9 **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 2 **Luncheon With Billy**
Variety with Billy Leach.

12:25 2 **Lee Phillip Show—Tips**

12:30 2 **Garry Moore—Variety**
Garry auctions off his favorite chair. "Momotonous," and "I Speak To the Stars."

4 **Weatherman**

5 **Bob And Kay—Chatter**

Guest will be Howard M. Gree, American Red Cross Field Director, who will describe his experiences visiting American POW camps in Korea.

12:35 4 **Gordon Thomas—Variety**

12:45 9 **Dr. Preston Bradley—Talk**

Philosophical and topical subjects.

12:55 7 **News—Ulmer Turner**

9 **News—Steve Fentress**

1:00 2 **Double Or Nothing—Quiz**

Bert Parks emcees quiz game.

5 **Francois Pope—Recipes**

Mexican tamales and risotto Milanese.

7 **Ruth Crowley—Baby Care**

Guest: Dr. William J. Ball, of the Pediatric Staff at St. Joseph Mercy Hospital, Aurora.

9 **Watch To Win—Quiz**

Don Gordon and the Starnoters.

1:15 7 **The Doctor's Answer—Talk**

Elizabeth Hart conducts discussion, with Drs. W. W. Bauer and William Bolton.

1:30 2 **Linkletter's Houseparty**

4 **Beulah Donohue—Tips**

7 **Swingalong—Musical**

Jimmy Lee and the Swingalong band.

9 **Adventure in Learning**

2:00 2 **Big Payoff—Quiz Game**

Bess Myerson, Randy Merriman, hosts.

5 4 **Kate Smith—Variety**

The Showtimers and The Katydids.

7 **Midweek Cooking School**

DEBUT Martin Martinson, cooking editor of the *Chicago American*, will give kitchen hints.

9 **Paul Dixon Show—Music**

Musical pantomimes with Paul.

2:30 2 **Bob Crosby—Musical**

Tunes: "I Get So Lonely," "Pine Tree Over Me," "Little Girl Blue," "Crazy Mixed-Up Song," "Oh My Papa."

7 **Stuart Brent—Discussion**

Advice and information for women.

2:45 7 **News—Austin Kiplinger**

3:00 2 **Woman With A Past-Serial**

Lynn and Steve argue. At the State Penitentiary, Clark writes a letter.

PROFESSIONAL TV SERVICE

THIS COLUMN IS SEEN BY OVER 1,000,000 READERS EVERY WEEK. FOR ADVERTISING RATES AND INFORMATION CALL WAbash 2-0366

near north

FRITZEL RADIO & TV LABORATORIES
454 W. North Ave. Michigan 2-7100

north

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. LOngbeach 1-0002

northwest

ACE DAY & NIGHT TELEVISION SERVICE
4262 N. Milwaukee SPring 7-5110

HARLEM TELEVISION SERVICE
3233 N. Harlem Ave. MUlberry 5-1213

FOSTER DAY & NIGHT TELEVISION SER.
2922 N. Milwaukee HUmboldt 9-0700

western suburbs

TAUBER TELEVISION SERVICE
6801 Roosevelt STanley 8-8887

south

MASTER SERVICE CO.
1153 E. 82nd St. SOuth Shore 8-9282

southeast

FAST RADIO DISPATCHED DAY-NITE SER.
8158 S. Eberhart Ave Midway 3-9111

SOUTHSHORE DAY & NIGHT TV ENGS.
1977 E. 73rd St. NOrmal 7-0126

loop

FRITZEL RADIO & TV LABORATORIES
55 E. Washington STate 2-3322

5 4 Welcome Travelers
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)

7 Jerry Lester Show—Variety
Afternoon fun for the ladies.

9 Commercial—Film

3:05 9 Movie Quick Quiz—Game
Dick "Two-Ton" Baker emcees.

3:15 2 Secret Storm—Serial
Pauline suggests to Susan that the family move to her house.

3:30 2 Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited to the Garrick Theater.)

5 4 On Your Account
Win Elliot emcees.

9 Index: Information
"Western Wonderland."

3:55 7 News—Ulmer Turner

4:00 2 Shopping With Miss Lee
4 Your Library Story—Tale
5 Pinky Lee—Comedy
Comedy, variety and music.

7 MOVIE—Feature Film
(Cut to ½ hour.)

9 MOVIE—'Below The Border'
The Rough Riders set out to capture a bandit gang, and to avenge the killing of a U. S. Marshal. Buck Jones and Tim McCoy. (Cut to 45 min.)

4:15 2 MOVIE—"Stranger At My Door"—The story of simple people and the inevitable result when misplaced confidence, thievery and murder enter the scene. Valentine Dyall.

4 Let's Experiment—Science

4:30 5 4 Howdy Doody—Puppets
Bob Smith emcees the fun.

7 Garfield Goose and Friend
"King" Garfield and Frazer Thomas.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
Fun with Garfield and Friend Frazer.

4 Foreman Tom—Western

5 Elmer The Elephant—Kids
John Conrad entertains.

7 Jolly Seven Gang—Kids
Joe Kelly with cartoons for the kids.

9 Bob Atcher Show—Kids

5:30 2 Gene Autry Time—Film
Western adventure stories.

4 Sports—Lloyd Pettit

5 Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintette.

7 Nick Francis—Films
Short movies and cartoons.

9 News—Leslie Monypenny

5:45 4 News—Paul Skinner

7 Bob And Ray—Satires
Bob Elliot and Ray Goulding.

9 Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

5:55 4 Weather—Bill Carlsen

EVENING

6:00 2 Sports—Bob Elson
4 Blue Room—Musical
5 Weather—Clint Youle
Temperatures and predictions.

7 News—Austin Kiplinger
9 Captain Video—Adventures

6:05 5 News—Jack Angell
7 Sports—Jack Drees
Scores and comments.

6:10 5 Sports—Joe Wilson
7 Weather—Wayne Griffin
A look at the weather charts.

6:15 2 News—Julian Bentley
4 Gracie Van—Musical
5 Dorsey Connors—Travel
Viewers visit Cambridge, England.

7 News—John Daly
9 Number Please-Quiz Game
Jack Brickhouse conducts.

6:20 5 Alex Dreier—Features
"Man On the Go," with Alex.

6:25 5 Tony Weitzel—Comments
Gossip and interviews.

6:30 2 News—Douglas Edwards
National and world events.

5 4 Eddie Fisher—Musical
Show is telecast in color tonight. In a circus setting, Eddie will sing "A Girl, A Girl," and "Oh, My Papa." The Szonys, a dance team, are guests. Eddie will sing a rarely heard verse of "Papa."

7 Mark Saber—Mystery
Tom Conway stars.

9 News—Spencer Allen

6:45 **2 Perry Como—Musical**

5 4 News—John C. Swayze
Caravan of news happenings.

9 Chicagoland Newsreel

7:00 **2 GODFREY AND FRIENDS**
Variety show with Arthur Godfrey, Frank Parker, Marion Marlowe, Lu Ann Simms, Haleloke, Tony Marvin, Janette Davis, the Mariners and the McGuire Sisters. (It's Grandfather and the children to our reviewer. Turn to page 13.)

5 4 I MARRIED JOAN
Joan and Brad trade their Early American home for a modern one, but their pleasure doesn't last long. Joan Davis.

7 MOVIE—Feature Film

9 COLONEL FLACK—Mystery

7:30 **5 4 MY LITTLE MARGIE**
Vern decides the best way to get rid of Freddie, Margie's boy friend, is to advise him to use the caveman approach on Margie. Gale Storm, Charles Farrell.

9 CHICAGO SYMPHONY
Conducted by Fritz Reiner.

Program

Overture, "Ruy Blas" .....Mendelssohn
Ballet Suite, "The Good Humored Ladies" .....Scarlatti-Tommasini
Alla Marcia from "Karelia Suite" ..... Sibelius
Symphony, C Minor .....Haydn

8:00 **2 STRIKE IT RICH—Quiz**
Warren Hull emcees "quiz with a heart."

5 4 KRAFT THEATRE—Drama
"A Hat for Winter," by Mel Goldberg. After marrying, a jazz musician takes a steady job in a department store, but he is tempted to return to his music.

Cast

Stan Coulli .....Bart Burns
Phyllis .....Mary Fickett
Roy .....Jack Arthur
Low .....John Kane
Arte .....Bert Thorn
Tony .....James Broderick
Customer .....Roy Johnson

Sponsored by Kraft Foods Co.

NOW . . . 2 NITES A WEEK
NEW PLAY EACH NITE

Kraft Television Theatre

famous for fine plays, fine casts and fine menu ideas!

WEDNESDAY	THURSDAY
WNBQ (5)	WBKB (7)
8:00 P. M.	8:30 P. M.
"A Hat For Winter"	"Glorious Morning"

AUTHORIZED CITYWIDE
TV SERVICE

- Picture tube installations low as $27.00
- Highest Quality Parts and Tubes
- Reasonable Home or Shop Labor Prices
- Our Work and Parts Guaranteed 1 Year

PICTURE TUBES AND PARTS IN STOCK FOR
ADMIRAL
CROSLEY
DUMONT
EMERSON
GAROD
GENERAL ELEC.
HALLICRAFTERS
MAGNAVOX
MAJESTIC
MOTOROLA
PHILCO
RCA VICTOR
SCOTT
SENTINEL
STROMBERG
TRAVELER
WESTINGHOUSE
ZENITH

Call Nearest Number
MIchigan 2-7100 — 454 W. North
WEllington 5-3050 — 1005 W. Belmont
GRaceland 7-3300 — 3179 N. Clark
KIldare 5-0425 — 4100 Milwaukee
EVerglade 4-0440 — 2753 W. North
KEdzie 3-7766 — 9 S. Kedzie
HYdepark 3-3100 — 1305 E. 63rd
STewart 3-1000 — 7460 S. Vincennes
LOngbeach 1-0002 — 1139 W. Wilson

Fritzel
Est 1925
A Trusted Name

Kay Thompson, the suave, sleek, sophisticated bomb shell of show business takes off on her own in a new solo act that is the sensation of 1954 entertainment. At the Empire Room of Chicago's Palmer House, the frenetic Kay is starred in a show which features the comedy of Pete Marshall and Tommy Farrell, Bobby Brandt, the dancing Empire Eight and Emil Coleman's Orchestra. —Adv.

7 TV THEATER—Film Drama
"Phantom of the Bridge."

8:30 2 I'VE GOT A SECRET—Panel
Emcee Garry Moore with panel: Henry Morgan, Jayne Meadows, Bill Cullen and Polly Bergen. Guest: actor Jean Hersholt.

7 CITY DETECTIVE—Film
"The Temperamental Sculptor."

9 CAPTURED—Film Drama
"The Hogan-Yates Gang." The second part of a series showing the outcome of a jail break.

9:00 2 BOXING—St. Louis
Arthur Persley vs. Armond Savoie, lightweights, 10 rounds.

JIMMY POWERS' RATING:

	Rated	W	L	D	KO's
Persley	4th	42	3	2	11
Savoie	9th	54	14	5	22

This is a topnotch lightweight bout. Both are eager for a win, so as to challenge the new champion, Paddy DeMarco. Persley has the ability to defeat the best in this class. He has even accomplished this against some of the real tough welters. He is a steady performer, who walks in with slams to body and head. The Canadian, Savoie, is a dancing boxer. He moves in and out with a light left jab. Although he has scored more knockouts than Persley, he is not the damaging one-punch socker. I pick Persley. He's too strong and too experienced for Savoie.

5 4 THIS IS YOUR LIFE
Ralph Edwards presents a life story.

7 WRESTLING—From Rainbo
Wayne Griffin announces the matches.

9 THE MUSIC SHOW
A medley from "Blossomtime," including "March Militaire," "Only One Love," and "Song of Love." A Cole Porter medley including "You Do Something to Me," "So In Love," "It's De-Lovely," "Anything Goes," "I Am In Love."

9:30 4 HELLO NEIGHBOR THEATER

5 FAVORITE STORY—Drama
"The Transferred Ghost," with Edward Clark and Tom Brown, presented by Adalphe Menjou. A restless ghast, anxious to be materialized as another mortal, finds he must be a "Johnny-on-the spot" to rate a body.

9 LIBERACE SHOW—Musical
Songs and piano arrangements.

9:45 2 SPORTS—Mel Allen

10:00 2 News—Fahey Flynn
Roundup of happenings in the news.
4 Milwaukee Newsreel
5 Weather—Clint Youle
Report on taday's weather.

7 Double Date—Film Dramas
(1) "The Witness." A guilty conscience leads to sudden death. (2) "The Gentleman from La Porte." A glamorous croupier is accused of running a crooked wheel, but when taken to court, is freed by the judge. Eve Miller and Warren Douglas.

9 MOVIE—"We're Going To Be Rich"—A seeker of get-rich-quick schemes takes his wife to South Africa where she must work as a cabaret singer to make ends meet. Gracie Fields and Victor McGlaglen.

10:10 5 Dorsey Connors—Ideas
Decorate your clasets as you clean them.

10:15 2 Weather—Lee Phillip
Miss Lee makes predictions.
4 News—Bob Kelly
5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips
Discussion for sportsmen.
4 Weather—Bill Carlsen

10:30 2 News—John Harrington
4 Mr. & Mrs. North—Drama
5 Sports—Norman Barry
Comments and scares.

10:45 2 Irv Kupcinet—Comments
Gossip and interviews.
5 Herbie Mintz—Musical
Melodies af yesteryear.

11:00 2 To Be Announced
4 Racket Squad—Film Drama
"Big Trap." Reed Hadley stars.
5 MOVIE—Feature Film
7 News—Ulmer Turner

11:05 7 Weather—Chuck Bill
Temperatures and predictions.

11:10 7 Commercial

11:15 7 Tom Duggan—Comments
Gossip and interviews.

11:30 4 Tom Mercein—Variety
9 News—Les Nichols

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"Jeannie"
A charming young girl receives several hundred dollars and immediately finds herself involved in love affairs. Barbara Mullen and Wilfrid Lawson.
4 News—Tom Mercein
7 MOVIE—"Gert And Daisy Clean Up"—The two girls attempt to help in the war effort, and become involved in black market dealings. Elsie and Doris Waters, and Douglas Stewart.

REUPHOLSTERING
RESTYLING

Workmanship and construction guaranteed for 10 years.

- 69 years experience assure quality craftsmanship.
- Your choice of finest domestic and imported fabrics.
- Prices and terms to suit you.
- FREE plastic covers with every order.

FREE ESTIMATES Night & Day
Dickens 2-0373
Visit our modern union factory Formerly on Armitage
LEE
3319-21 W. Fullerton Upholstering Co.

MORNING

6:45 5 **Everett Mitchell—Talks**

7:00 2 **The Morning Show-Variety**
Walter Cronkite with news, weather, music. Bil & Cora Baird Marionettes featured. (Five minutes of local news with Frank Reynolds at 7:25 and 7:55 A.M.)

5 4 **Today—News, Interviews**
Film on "Muggs at the Circus." A film preview on the Olson-Gavilan fight. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

7 **Chicago Parade—Variety**
News, weather, music, and time.

8:00 7 **Breakfast Club-Don McNeill**
Don and his troupe are still in Miami.

8:25 2 **News—John Harrington**

8:30 2 **The Morning Show-Variety**

8:45 9 **News—Bruce Macfarlane**

8:55 2 **News—Jim Conway**

9:00 2 **Godfrey And Friends**
Fun with all the "little Godfreys."

5 4 **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

7 **Beulah Karney Presents**
School for brides: "The Best Cook of the Week."

9 **Paul Fogarty—Exercises**
"Thigh Trouble." Here's the answer.

9:30 5 4 **One Man's Family-Serial**
The story of the Barbour family.

7 **Pied Piper Show—Kids**
Art Hern narrates stories and cartoons.

9 **Time For Stories**
Tina Redmond tells stories to the kids.

9:45 5 4 **Three Steps To Heaven**
Vince's plan develops. John Marley.

9:55 7 **Weather—Wayne Griffin**

10:00 5 4 **Home—For Women**

7 **Play House—Kiddies**
Angel Casey is hostess.

9 **A To Z Of Cookery—Tips**
"April Fools Day."

10:30 2 **Strike It Rich—Quiz**
Warren Hull emcees.

7 **Studio B For Bartlett**
Guests and Tommy Bartlett discuss interesting topics.

10:55 9 **News—Steve Fentress**

11:00 2 **Valiant Lady—Serial**
Bill Fraser resumes his old place as family confidante. Marc Cramer.

4 **What's New In Kitchens**

5 **Bride and Groom-Wedding**

7 **Danny O'Neil—Variety**
Music, games and interviews.

9 **Ernie Simon—Four To Go**
Quiz game. (Guests invited. Write WGN-TV for tickets.)

11:15 2 **Love Of Life—Serial**
Paul, convinced that Beanie is harboring an important secret, decides to find it.

5 **Hawkins Falls—Serial**
Life in a small town.

11:30 2 **Search For Tomorrow**
Hazel believes she has proved she's Tate's wife. Mary Patton.

5 **Betty White—Chatter**
Music by Frank De Vol's orchestra.

9 **Earl Nightingale—Chats**

11:45 2 **Guiding Light—Serial**
Meta blames herself for Kathy's unhappiness. Ellen Demming, Susan Douglas.

4 **Let's Look At The News**

11:55 7 **News—Ulmer Turner**

AFTERNOON

12:00 2 **Brighter Day—Serial**
Althea meets Blake again. Brooke Bryon.

4 **Bob Heiss—Interviews**

5 **Noontime Comics—Kids**
Johnny Coons entertains the kids.

7 **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

9 **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 2 **Luncheon With Billy**
Variety with Billy Leach.

12:25 2 **Lee Phillip Show—Tips**

12:30 2 **Garry Moore—Variety**
Comedian Jackie Gleason is Garry's guest. Jennifer Adams, Garry's admirer, drops in with a "friend." Roger Price and his "droodles."

4 **Weather—Bill Carlsen**

5 **Bob And Kay—Chatter**
Interviews, music and guests.

12:35 [4] **Gordon Thomas—Variety**

12:45 9 **Dr. Preston Bradley—Talk**
Philosophical and topical subjects.

12:55 7 **News—Ulmer Turner**
9 **News—Steve Fentress**

1:00 5 **Francois Pope—Recipes**
Kuchen dough for hot cross buns, braised duckling and cucumber-shrimp canape.
7 **Ruth Crowley—Baby Care**
9 **Watch To Win—Quiz**
Don Gordon and the Starnoters.

1:15 7 **The Doctor's Answer—Talk**
Elizabeth Hart conducts discussion.

1:30 2 **Linkletter's Houseparty**
Perc Westmore, makeup expert, guests.
[4] **Beulah Donohue—Women**
7 **Swingalong—Musical**
Kenny Bowers and The Modulators.
9 **Adventure in Learning**
Chicago public schools.

1:45 7 **Commercial—"Roto Magician"**

2:00 2 **Big Payoff—Quiz Game**
Bess Myerson and Randy Merriman.
5 [4] **Kate Smith—Variety**
Dancer Walter Long, and Charlie Ruggles in "The World of Mr. Sweeney," plus the Cracker Barrel.
7 **Claude Kirchner—Variety**
9 **Paul Dixon Show—Music**
Wanda Lewis, Sis Camp, and Paul.

2:30 2 **Bob Crosby—Musical**
Tunes: "You're Foolin' Someone," "I Really Don't Want to Know," "The Jones Boy," and "Heart of My Heart."
7 **Stuart Brent—Discussion**
Advice and information for women.

2:45 7 **News—Austin Kiplinger**

3:00 2 **Woman With A Past-Serial**
Dr. Pete and Steve discuss Lynn and Sylvia.
5 [4] **Welcome Travelers**
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
7 **Jerry Lester Show—Variety**
Afternoon fun for the ladies.
9 **Movie Quick Quiz—Game**
Dick "Two Ton" Baker emcees.

3:15 2 **Secret Storm—Serial**
Pauline visits Dr. Hadley and exaggerates the seriousness of Peter's mental condition.

3:30 2 **Petticoat Party—Games**
Frazer Thomas emcees games. (Guests are invited to the Garrick Theater. Tickets are unnecessary.)
5 [4] **On Your Account**
Interviews with Win Elliot.
9 **Index: Information**
"Men and Medicine."

3:55 7 **News—Ulmer Turner**

4:00 2 **Shopping With Miss Lee**
Lee Phillip with buying tips.
[4] **Gretchen Colnik—Hints**
5 **Pinky Lee—Comedy**
Comedy, variety and music.
7 **MOVIE—Feature Film**
(Cut to ½ hour.)
9 **MOVIE—"Billy The Kid Trapped"**—The Kid and his pals are rescued from a hanging.

4:15 2 **MOVIE—"The Common Touch"**—A young man takes over his father's business. (Cut to 45 min.)
[4] **Little Amateurs—Talent**

4:30 5 [4] **Howdy Doody—Puppets**
Bob Smith and cartoons.
7 **Garfield Goose and Friend**
"King" Garfield and Frazer Thomas.

4:55 9 **News—Les Nichols**

5:00 2 **To Be Announced**
[4] **Foreman Tom—Western**
5 **Elmer The Elephant—Kids**
John Conrad entertains the kids.
7 **Rocky Jones, Space Ranger**
9 **Talent Tots—Variety**
Youngsters from three to 12 perform for the fun of it. There are no prizes or competition, and Connie Baxter, as emcee and singer, makes them feel right at home. The Starnoters supply the accompaniment. Auditions are held each Tuesday at 4:00 P. M. in Studio I-A, Tribune Tower. Bring the kids down. They will enjoy and profit by this opportunity. TV GUIDE's guest is Kathleen Derrick, ballet dancer.

5:30 2 **Gene Autry Time—Film**
4 **Sports—Lloyd Pettit**
5 **Close-Up—Musical**
Howard Miller, June Valli, and the Art Van Damme Quintet.
7 **Nick Francis—Films**
Fun with Nicky and Bobo.
9 **News—Leslie Monypenny**

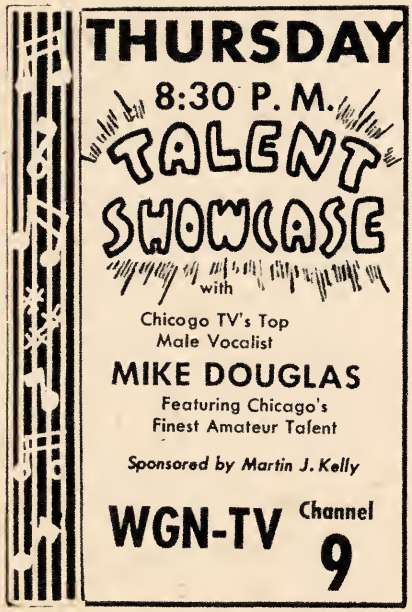
5:45 4 **News—Paul Skinner**
7 **Bob And Ray—Satire**
Comedy with Bob Elliot, Ray Goulding.
9 **Curbstone Cut Up—Chats**
Ernie Simon conducts interviews.

5:55 4 **Weather—Bill Carlsen**

EVENING

6:00 2 **Sports—Bob Elson**
4 **Blue Room—Musical**
5 **Weather—Clint Youle**
7 **News—Austin Kiplinger**
9 **Captain Video—Adventures**

6:05 5 **News—Jack Angell**
7 **Sports—Jack Drees**



6:10 5 **Sports—Joe Wilson**
7 **Weather—Wayne Griffin**

6:15 2 **News—Julian Bentley**
4 **Tommy Sheridan—Musical**
5 **Dorsey Connors—Travel**
Information on Colorado National Park.
7 **News—John Daly**
9 **Number Please-Quiz Game**
Jack Brickhouse conducts.

6:20 5 **Alex Dreier—Features**

6:25 5 **Tony Weitzel—Comments**

6:30 2 **News—Douglas Edwards**
5 4 **Dinah Shore—Musical**
April Fools' Day show. Dinah complains "Everything Happens to Me."
7 **Lone Ranger—Western**
"Trouble in Town." Banker Wilkins faces trouble when ugly rumors cause the townspeople to fear that his bank is about to close its doors. John Hart.
9 **News—Spencer Allen**

6:45 2 **Jane Froman—Musical**
Jane will appear as ringmaster in a show set against a circus background. Tunes: "That's Entertainment," "Young At Heart," "It's Only a Paper Moon," "I Do Solemnly Swear," "Under the Big Top," "I've Got a Date," "Girl Friend of the Whirling Dervish."
5 4 **News—John C. Swayze**
9 **Chicagoland Newsreel**

7:00 2 **MEET MR. McNUTLEY**
"Ray's Promotion." Ray is pleasantly surprised when the college board of directors informs him that he will replace the old-fashioned Miss Bradley as Dean. Ray Milland as Professor McNutley, Minerva Urecal as Miss Bradley, and Phyllis Avery as Mrs. McNutley.
5 4 **GROUCHO MARX—Quiz**
7 **IT'S ABOUT TIME—Quiz**
Panel: Robert Pollak, Shirley Stern, Ruthie Duskin, Bill Leonard. Bergen Evans, MC. (Guests invited. Tickets available at WBKB, Chicago.)
9 **THEATER DATE—Drama**
"A Yank in Lybia." A Sheik is trying to keep a peace treaty while another is attempting to incite natives. H. B. Warner.

7:30 ❷ FOUR STAR PLAYHOUSE

David Niven stars in "The Book." An author, looking for material for a book, finds himself involved in the workings of a gang of ruthless spies.

Cast

John .....David Niven
George .....Bob Wilke
Ed .....Frank Ferguson
Linda .....Marguerite Chapman

[4] TRIANGLE THEATER—Drama

❺ TREASURY MEN IN ACTION

Repeat telecast on film of "The Case of the Waiting Diamond," with Martin Kosleck, Matt Crowley, and Joe Helgesen. A man and woman smuggle diamonds across the border from Canada. Last show of the season. Next week: "Justice."

❼ RAY BOLGER—Comedy

Ray becomes a partner in a neighborhood shoe store, unaware that his brother has made a similar investment for him.

❾ HOLLYWOOD HALF HOUR

A mother gives advice to her daughter after having a fight with her husband.

8:00 ❷ VIDEO THEATER—Drama

❺ [4] DRAGNET—Police Drama

Joe and Frank investigate a series of hitch-hiking beatings and robberies. Jack Webb as Friday, Ben Alexander as Smith.

❼ TALENT PATROL—Variety

Arlene Francis emcees talent.

❾ TO BE ANNOUNCED

8:30 ❷ BIG TOWN—Drama

A lone juror holds out for acquittal at the murder trial of a notorious gangster. Pat McVey and Beverly Tyler.

❺ [4] FORD THEATRE—Drama

"Turn Back the Clock." A Korean soldier loses his memory, doesn't recognize his wife, and suddenly utters the name of another girl.

Cast

Martin Crawford .....Richard Conte
Ann Crawford .....Laraine Day
Maj. Evans .....Willis Bouchey
Mary .....Isa Ashdown
Mrs. Pierce .....Lillian Culver

Sponsored by Ford Dealers of America.

NOW . . . 2 NITES A WEEK
NEW PLAY EACH NITE

Kraft Television Theatre

famous for fine plays, fine casts and fine menu ideas!

TONITE	NEXT WED.
WBKB (7)	WNBQ (5)
8:30 P. M.	8:00 P. M.
"Glorious Morning"	"Mr. Candido"

Tonight's TV Treat
Ford Theatre

LARAINE DAY
RICHARD CONTE
TURN BACK THE CLOCK
WNBQ • Ch. 5 • 8:30 P.M.

TV ASSOCIATES
One of Chicago's Oldest and Best TV Service Companies
ALL MAKES CITY WIDE ANY TIME
We Have a Qualified Service Man Near Your Home Now.
CO 7-5666
4027 NORTH PULASKI ROAD

7 KRAFT THEATRE—Drama

"Glariaus Marning," from the play by Narman Macawan. In a European cauntry where religian is autlawed, a peasant girl has a visian, and praceeds ta canvert her family.

Cast

Antaine ..... Colin Keith-Jahnstan
Leda ..... Elizabeth Ross
Anna ..... Frances Fuller
Waden ..... Dean Harens
Katrina ..... Raba Tassell
Jacob ..... Stuart Macintosh
Leman ..... Dan Keefer
Gen'l Gurgani ..... Joseph Anthony
Prafessor ..... Jack Livesey
Rutzstein ..... Allen Naurse

Spansared by Kraft Foods Ca.

9 WHAT'S THE STORY?

Panel guesses news events. (This shaw replaces "Talent Showcase.)

9:00 2 PUBLIC DEFENDER—Drama

"The Forger." Bart Matthews is assigned to prave the innacence af a farger whose guilt seems beyond doubt. Reed Hadley plays the Public Defender.

5 4 MARTIN KANE—Drama

An elderly man, rabbed af his life savings, asks Kane to find the gypsy he thinks stole the maney. Mark Stevens.

9 FRONT PAGE DETECTIVE

"The Other Face."

9:30 2 PLACE THE FACE—Quiz

Bill Cullen emcees.

4 I LED THREE LIVES—Drama

5 TO BE ANNOUNCED

7 COLONEL MARCH OF SCOTLAND YARD—Police Drama

"Death in Inner Space." Boris Karlaff.

9 BOSTON BLACKIE—Drama

Blackie and Mary ga on the trail of $200,000 warth af stolen narcotics.

10:00 2 News—Fahey Flynn

4 The World We Live In

"Glacier Park."

5 Weather—Clint Youle

7 Waterfront—Film Drama

"Race an Fire."

9 MOVIE—"The Golden Gloves Story"—Twa amateur baxing cantests are material in rescuing a romantic triangle. Kay Westfall and Dewey Martin.

10:10 5 Dorsey Connors—Ideas

10:15 2 Weather—Lee Phillip

5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips

10:30 2 News—John Harrington

4 Meet Mr. McNutley

Ray Milland stars as the professar.

5 Sports—Norman Barry

7 Hollywood Off Beat-Drama

Melvyn Douglas stars.

10:45 2 Irv Kupcinet—Comments

5 Herbie Mintz—Musical

11:00 2 Wrestling—Film

Bud Curtis vs. Chester Hayes
Alex Kasabawski vs. Frank Hurlay
Leo Garibaldi vs. Dave Levin
Pat Fraley vs. Antan Leane.

4 Your Hit Parade—Music

5 MOVIE—'The Great John L'

The stary af ane af the greatest baxers fram early yauth thraugh his great victories here and abroad. Greg McClure.

7 News—Ulmer Turner

9 MOVIE—"The Count Of Monte Cristo"—The Caunt escapes prison and seeks revenge an his political enemies. Rabert Danat and Elissa Landi.

11:05 7 Weather—Chuck Bill

11:10 7 Commercial

11:15 7 Tom Duggan—Comments

Gossip and interviews.

11:30 4 Name That Tune—Quiz

12:00 2 MOVIE—"The Trojan Brothers"—An unscrupulaus waman tires af lave and leaves her laver. Patricia Burke and David Farrar.

4 News—Tom Mercein

7 MOVIE—"Flying Fists"

Baxer wha leaves the ring because his sweetheart is appased ta fighting must return ta the game when her father is in need of maney. Herman Brix and Jeanne Martel.

12:05 **4 MOVIE—Feature Film**

The Godfrey Shows

PROGRAMS OF THE WEEK

IT IS one of the paradoxes of our times that the most newsworthy, most controversial and—to a vast audience, at least—the most popular hour-long show in all television is inhabited by a cast of rather pedestrian, medium-good talent and headlined by a man who plays his personality like a virtuoso.

What makes *Arthur Godfrey and His Friends* is, of course, Arthur Godfrey, whose charm has an almost mesmerizing effect on almost every viewer in the land over 41, and a good many under. Unfortunately, he has somewhat the same effect on the members of his troupe, many of whom bear a strong resemblance to small children doing their Sunday afternoon recitation piece for a kindly but nonetheless exacting grandfather. Only Frank Parker, a tenor who has been

around for many, many years, seems to have the temerity to get off a good one in Godfrey's presence.

Godfrey's charm—and he has considerable—consists chiefly of talking in odd bits and snatches about himself—a subject which seems to be as fascinating to his audience as it is to himself. The show's acts, currently consisting of Parker, Marion Marlowe, The Mariners, Janette Davis, Lu Ann Simms, the McGuire Sisters, Haleloke and announcer Tony Marvin, are brought in almost as afterthoughts. Only Godfrey, America's No. 1 salesman, could have taught the newcomers the essentials of showbusiness, made them work at swimming, dancing and even ice-skating, and sold them to a doting public.

For Ever And Ever, Dear

And, speaking of talent, Godfrey, who takes up more air space on both radio and TV than most mortals have time to keep track of, has been blandly affronting the more erudite critics for some years now with a sort of amateur-professional talent show which, under the aegis of anyone else but Godfrey, undoubtedly would have died a Potter's Field death long since. With the disarmingly brusque Mr. Godfrey in charge, however, viewers remain as loyal as an old Yale Blue.

He first introduces a sponsor of the budding amateur, who tells why the protege is ready for the big time. The protege then displays his wares.

Godfrey covers three such mutual admiration teams on each show and determines the winner by referring to an applause meter's scientific reaction to the studio audience's own untutored and ofttimes primitive reaction. It is virtually an axiom, if one contestant happens to be a young male singer with wavy, uncut hair and a voice like a wounded gazelle, that contestant is going to win.

FINE TUNING

By OLLIE CRAWFORD

DAYTIME TV boosted by new shows. This gives Mom a chance to sit before the sun sets.

•

The coffee shortage may have been caused by so many TV people trying to wake up in the morning.

•

They got Tallulah out for one of the morning programs, just by setting fire to her hotel. She saw all the people going to work and said: "This show must have a cast of thousands."

•

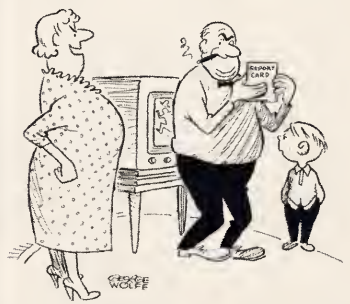
The next step will be to change the name of the *Late, Late Show* to the *Early, Early Show.*

•

They're hiring a comic for a new show called *Dawn.* He'll get up before the chickens, and lay eggs. It's a perfect breakfast idea, ham with eggs. The network figured it would be fair for him to wake people up, because his last show put them to sleep.

•

He has one new joke. The straight man says: "Who was that lady I saw you with last night?" and he says: "That wasn't last night, that was this morning."



'You got worse report cards 30 years ago when there wasn't any television!'

Real Detectives Were Never Like This

Every once in a while, if not too often, cheesecake pays off. Cheesecake, of course, is the semi-pro nomenclature for leg art, which in turn is the Hollywood photographer's term for any picture of a girl which concentrates on those portions of her anatomy which look pretty good in print. Or out of print, for that matter.

Anyway, it was a cheesecake picture that got Barbara Britton started on a career whose current milestone is the female lead in the *Mr. and Mrs. North* show. Miss Britton, at the time known better to her parents as Barbara Brantingham, was one of the

girls perched decoratively on the Long Beach City float in the 1941 Tournament of Roses Parade. Shortly thereafter she appeared in a Long Beach City College dramatic production of "The Old Maid." Being short of funds, the college appropriated a newspaper picture of Miss Brantingham on the Rose Parade float and used it to publicize the play. A Paramount talent scout saw the picture and Miss Brantingham received a screen test.

Because young girls are invariably required to play a scene opposite a young man in screen tests, Miss Brantingham was forthwith introduced to a Mr. Richard Denning. The arm of coincidence is both long and puckish. Miss Brantingham and Mr. Denning met again 11 years later when they were selected as the co-stars of a new TV film series, *Mr. and Mrs. North*. That's Hollywood.

As Barbara Britton, Miss Brantingham (who is really Mrs. Eugene Czukor) is delighted with the turn of events. It has made her the only female-type private eye in the business, and thus tends to set her somewhat apart from the run-of-the-mine TV wife. As Pam North, her problem is not so much her husband as it is pure murder, for the Norths, as any hep magazine reader, movie-goer, radio listener or TV viewer surely must know by now, deal exclusively in crime.

A radio standby of some dozen years, *Mr. and Mrs. North* traces its literary geneology back to 1931 when it first appeared as a series of sophisticated short stories written by Frances and Richard Lockridge. The Norths were at that time a "well-heeled, well-bred Eastern seaboard couple" who kept having gay adventures. Not until 1940, however, did they run into murder, a grisly state of affairs which so delighted the readers that the Norths have been in a veritable blood bath ever since.

Asked how she explains the fact that a nice couple like the Norths get mixed up in a serious crime once a week like clockwork while most people never run into anything more gruesome than a lost cufflink, Barbara Britton has an unexpectedly straightforward answer. "I think," she says, "it's because the sponsors more or less expect it."

The show's new sponsors, Revlon and Congoleum-Nairn on alternate weeks, have effected a few minor but important changes over last year's format. Pam North used to be a shade on the scatterbrained side, a convenient device for the writers, who

Just testing: Mr. and Mrs. North (Barbara Britton and Richard Denning) having fun with police car radio. Policemen having fun too.

were thus enabled to let Pam go about solving the most baffling crimes by sheer intuition. This held up for a brief while but began to wear thin over the long haul.

The new series of films, which began shooting and went on the air just last January, gives Barbara a much better break. "With Revlon as one of the sponsors," she says, "I'm all of a sudden high fashion and get to wear all sorts of wonderful new clothes and hair-dos. So then of course they had to give me a boost in brain power to match the new glamor. And the whole shebang is a lot more fun."

'Who, Me? On TV?'

Getting back to that Rose Parade float, Barbara at the time was majoring in dramatics at Long Beach City College with an eye toward teaching the stuff once she got out. A native of Long Beach and the daughter of rather serious-minded parents, she had never given a thought to becoming an actress—least of all on something called television.

Oddly enough, her first bit part at Paramount was in a "Hopalong Cassidy" feature, a picture which today is still making the TV rounds. She also appeared in "Bwana Devil," the first 3D movie. Her latest picture, "Dragonfly Squadron," has still to be released.

Mother Barbara

Barbara was married eight years ago to Dr. Eugene Czukor, a physiotherapist. They have two children, a six-year-old son Teddy, and a two-year-old daughter, Chris. The Czukors live in the old Ilona Massey home in North Hollywood, a rambling four-acre place complete with a guest house and, of all things, a concrete roller skating rink.

Dr. Czukor, a keen student of the human mind, has constantly encouraged his wife in her career, even to the point of sending her to New York

The detective at home with her real husband, Dr. Eugene Czukor, and children.

three years ago so she could appear in a stage play. It was well that he did, for TV film producer John Loveton showed up in the audience one night. The minute Barbara made her entrance he turned to his wife and said, "There, for heaven's sake, is just the girl to play Pam North."

Barbara is a rather exceptional girl by Hollywood standards. Born to moderate means, she has never wanted for money, never lacked for movie roles and has never been involved in the kind of headline publicity that involves black eyes and divorce courts. She neither smokes nor drinks, and has retained a remarkably fresh-faced complexion that makes her look a bare 21.

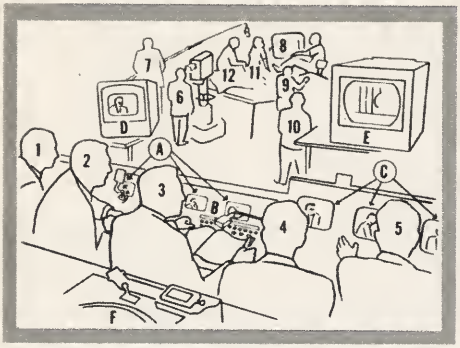
She is the type, in fact, of whom Hollywood people say, "Now there goes a really nice girl." The fact that she manages to get involved in at least one murder a week apparently has no bearing on the matter.

Behind-The-Scenes Look At Television

TO THE viewer, television is as simple as turning on a switch. But in the studio, it's something else again. As a matter of fact, the business of producing a television show is incredibly complicated.

This photo was made at ABC's No. 1 studio in New York to try to explain to the average viewer what goes on during a telecast. It shows a rehearsal of "Side by Side," a *Motorola TV Hour* play starring Helen Hayes and Dennis King.

In the control booth, separated from the stage by a glass partition, are James Walsh (1), associate director, and Herbert Brodkin (2), executive



producer. Brodkin usually watches from the next room and his chair is occupied by Don Richardson, the director.

Richardson follows, by means of monitors (A), the images being recorded by three cameras, all in continuous operation. He selects the picture he wants to go out on the air by telling George Weber (3), technical director, for example, to "take 1." The number refers to one of the three cameras, in this case the camera operated by John Bisson (6). Weber then presses the button controlling the signal from this camera on the panel (B), in front of him, and the picture is telecast. Imero Fiorentino (4), is the lighting engineer, while Rolf Drucker (5) is the video engineer. Drucker controls the quality of the picture as he follows the action on

the monitors (C). During the rehearsal, the "line" monitor (D) shows the action which will be telecast next while the "air" monitor (E) pictures the one being transmitted. During an actual broadcast, both show the same scene. In the foreground may be seen part of the audio room where an engineer controls the sound. A turntable (F) on which sound effects are played is visible.

On the stage, besides cameraman Bisson, are Jerry Schuller (7) who controls the mike boom while Jake Lopatkin (8) sits on the big camera. The third cameraman, Wink Segal (9) aids Lopatkin because Segal's camera is not being used. John Gugliero (10), the cable pusher, clears cables from the cameras' paths. And, oh yes, there are the stars, Helen Hayes (11) and Dennis King (12).

Contrast: Dr. Evelyn Shaw and Charles Collingwood with chick hatched on show

Adventure IN

CBS SCIENCE PROGRAM THRIVES ON CONTROVERSY

WITH only the sky as its limit, the staff of *Adventure* isn't timid about taking off in almost any direction on its mission of simplifying scientific concepts for America's tele-viewing millions.

The men behind the program refuse to discard any subject because it is controversial or because an intelligent presentation of its ramifications may offend some segment of the public.

There was, for instance, the problem of presenting the miracle of birth. With CBS backing, *Adventure's* 32-year-old producer, Perry Wolff, and his aides lined up an attractive embryologist, Dr. Evelyn Shaw; added 500 incubating chicken eggs and some cocker spaniel puppies; and managed, with the aid of some diagrams and charts, to present an informative program in good taste.

The big problem for the producers is deciding just how much to put into a show without overwhelming people, and how much to leave out and remain honest. Wolff says, "We've found that it's not what you say but the way you say it. If we do clinical things artistically, people will accept them more readily. I don't see the point in showing blood and have people retching from coast to coast."

While *Adventure* doesn't strive for

which also employs museum settings.

TELEVISION

controversy, most of natural science *is* controversial. "We only say, 'This is what the best minds in science have to report about this subject,'" science reporter Robert Northshield, one of Wolff's aides, declared. "Possibly someone will take offense at the idea that anthropoids and man had a common ancestor, but how can he argue with the facts lined up for it?"

Although a scientific show primarily, some of *Adventure's* subject matter falls into the whodunit and science fiction class. One chilling conjecture recently was that insects, not man, may someday inherit the earth. "There are 300,000 species of beetles alone," Wolff pointed out, "and 800,000 different kinds of insects. Some lay almost a million eggs at a time.

"Consider this: the reptiles ruled the earth for something like 100 million years. Mammals were around during the heyday of the dinosaurs, waiting. When dinosaurs died out (no one knows why) mammals took over."

In preparation for a show, Wolff and staff view 75,000 feet of film a week—"about 15 miles' worth." For the final result, the staff cuts, splices, and substitutes the live voice of Charles Collingwood or the guest scientist for the original soundtrack.

Only The Dinosaur Is Stuffy

The American Museum of Natural History (in conjunction with the network) provides offices for the show, much of the film, a few of the scientists and some of the materials—including dinosaurs. This could lead to some very stuffy television except for the fact that Wolff, Northshield, and narrator Charles Collingwood are neither historians nor dyed-in-the-wool scientists. "We're all TV people and we're showmen," explains Wolff, twice winner of the Peabody Award in radio.

Wolff, who sees drama in almost every aspect of life, is particularly annoyed with "those who are so busy sniping at TV, they forget the tremendous amount of worthwhile things coming off their sets. We have done underwater life, the art of jaguar hunting, a trip to the moon. We're even planning to project into the future and tell how man will look a half million years from now."

Four-Toed Superman?

How?

"We are certain the cephalic index of his skull will increase (this should make him smarter), he'll probably be four-toed, without toe nails. His intestinal tract probably won't change."

Do they expect any adverse reaction to this show?

"No," Wolff said. "But maybe we won't do this until we're ready to go off for our summer vacation."

REGIONAL RECIPES:

In Kansas City, It's

Mid-America Beef Potpie

By Anne Hayes

Miss Hayes is the cooking expert on KCMO-TV in Kansas City

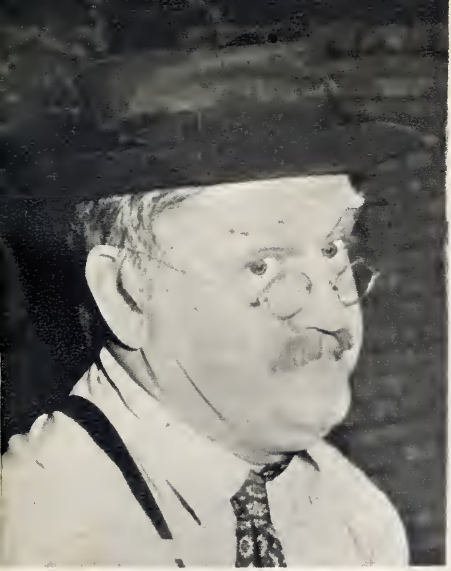
ON MY daily television show, *Today's Woman*, on KCMO-TV, our meals are economical, nutritious and appetizing. In all of my 14 years of broadcasting—and I have been with KCMO every one of those years—I've always found that my listeners and viewers prefer menus typical of the average American family. Naturally, the *Today's Woman* broadcasts and telecasts are written with this in mind.

Mid-America Beef Potpie is the very spirit of the Mid-west. It's easy to prepare and delicately spicy.

Mid-America Beef Potpie

Cut 2 lbs. of high grade chuck into 2-inch squares; rub each piece with prepared mustard and brown slowly. After meat is browned on all sides, mince a medium-size onion and stir it in. Season with salt, pepper, paprika, accent, garlic and onion. Add 1 c. diced celery, 1 c. canned tomatoes and simmer about 2½ hours. Place in casserole with 2 c. cooked cubed potatoes, 6 cooked whole carrots. Top with biscuits and bake for 10 to 15 minutes. Serves four.

Anne Hayes: her Mid-America recipes have withstood test of time in Kansas City.



Cliff Arquette invented Charley Weaver.

Dennis Day's Handiest Man

THERE is a basic law of casting which states unequivocally that a comedy star is no better than his chief supporting player. Under this rigid rule, Jackie Gleason has his Art Carney, Lucille Ball and Desi Arnaz have Vivian Vance and Bill Frawley, Sid Caesar and Imogene Coca have Carl Reiner and Howie Morris—and Dennis Day has Cliff Arquette.

Better known to most people as Charley Weaver, Arquette is the whimsical, slightly befuddled and highly comic janitor who holds shaky sway over the basement of Dennis' apartment house on NBC. There is little resemblance, however, between the character and the man.

Charley Weaver was born back in 1948 when television was still pretty much of a dream. A radio actor of no little stature, Arquette dreamed up the character as a doorman to introduce amateur acts. "The show improved so steadily," Cliff recalls, "that it was finally dropped."

A year later he was called by his old and good friend, Movie Actor Dave Willock. Willock had a TV show and his partner had just quit. Would Cliff fill in? "We discussed what we'd do on the way to the studio," Cliff says. "I remember Dave saying it was just a half-hour thing and we could ad lib it. Say that today and 27 agency men would keel over dead."

A Good Show Dies

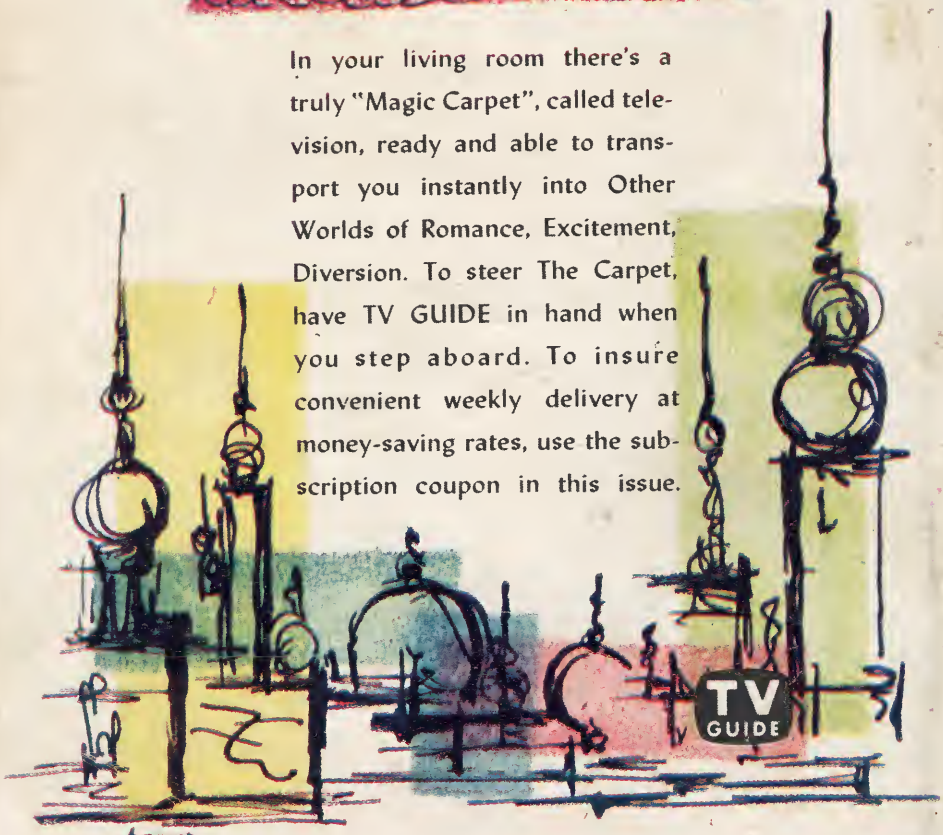
The show that day marked the birth of the *Dave 'n' Charley Show*, Willock playing himself and Cliff playing Charley Weaver. It lasted three years, the critics and the trade calling it "the finest comedy show on the air" and the agencies and the public ignoring it completely. It was approximately five years ahead of its time. And it never did have a script. It also marked Cary Grant's lone TV appearance to date, the actor guesting on it one night, for free, simply because he liked it so much.

Arquette is an easygoing 49 years of age with close-cropped gray hair. He lives alone in a Hollywood apartment, bemoaning the lack of space for any power tools.

Too Much Entertainment?

Some day he hopes to put the *Dave 'n' Charley Show* back on the air. "Entertainment's too rich for people's blood these days. Before TV, whoever thought of going to a full-fledged variety show two or three times a week? So why do we have to hit 'em over the head with all this punch and sock brand of joke comedy all the time? I like that old Charley Weaver. He takes it easy. No one-line gags. You wouldn't know he was 80, would you? Well, he isn't. He's 79."

In your living room there's a truly "Magic Carpet", called television, ready and able to transport you instantly into Other Worlds of Romance, Excitement, Diversion. To steer The Carpet, have TV GUIDE in hand when you step aboard. To insure convenient weekly delivery at money-saving rates, use the subscription coupon in this issue.



Scanned from the collection of the Prelinger Library. 2020.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org